

This Master's Thesis focuses on the most popular online media, which are writing about telecommunications companies in the Czech Republic (mobil.iDnes.cz, MobilMania.cz a Mobilenet.cz). The aim of the thesis is to provide an overview of the way how these media inform about mobile providers in the Czech Republic (T-Mobile, O2 and Vodafone). The thesis reveals differences and similarities in media output of the monitored media and thus can help in a critical approach to the received information. In the theoretical part the thesis shows approach of a journalist as a mediator of information with an explanation of the main theories. It further reflects the role of a journalist as a recipient of information and also focuses more on the role of PR. The research part contains the results of the content analysis, from which it is possible to get an overview of media output frequency, sentiment or extent of use of press releases and the way they are taken over. All monitored quantities are compared across the media and mobile providers. The results show that there are significant differences how journalists rework press releases and in the overall sentiment of published articles. MobileMania.cz is significantly more critical of all mobile operators than other followed media, while at Mobilenet.cz research confirmed that it has a higher proportion of articles with positive sentiment as the medium that takes most part of the press releases. The mobile.iDnes.cz web is most closely aligned with neutral reporting, respecting the proportional representation of mobile operators (regardless of market share). On the basis of the results obtained, thesis verifies the validity of the propaganda model, shows a lower degree of Internet media dependence on advertisers, and confirms the dependence on official information sources. Based on the overall results of the thesis, it states that if the reader reads all the articles of all the monitored media, he will have a balanced news coverage of the monitored mobile operators.