

Abstract

This master thesis deals with the internet – television media relations, more specifically how selected tv publishers use internet channels to communicate with users. It is based on several previous analysis, which argued that publishers apply old television logic on the internet as well, and therefore they do not use full potential of the new medium. Goal of this thesis was to test this argument, as well as to discover how Czech and foreign publishers use internet websites and social media, and how they approach internet audiences. In order to do so, content analysis was executed, analyzing publisher websites and social media of 20 selected television shows. Based on this analysis user approach of each show and publisher was categorized employing typology of Eugenie Siapera. Due to significant communication differences among shows this thesis also attempted to identify major factors, which shaped the communication.
