

Abstrakt

The goal of this thesis is to raise awareness of, mostly politically oriented, chain disinformation emails, which can be found especially among the members of the oldest generation. Furthermore, another objective of the thesis is to analyze the contents of the emails and their influence on recipients and senders. The first part of the thesis defines the basic concepts, e.g. disinformation, its occurrence and comparison, the senior generation and its activity in the digital environment, or chain emails and their origin. The second part deals with analysis of news—it focuses on revealing disinformation present in selected emails. This part also points out the often-recurring narratives. The third part of this thesis is the research. On the basis of four different hypotheses, this last part analyses the influence of chain emails on focus group respondents. The hypotheses are formed on grounds of findings obtained from processing the theoretical part of the thesis and from the results of the email analysis and the second part of this thesis.