

## **Abstract**

The aim of this master's thesis is to introduce hyperlocal media in the Czech Republic. In the theoretical part, the topic of hyperlocal media will be presented from the viewpoint of professional and citizen-journalism, user-generated content, participatory culture, role of watchdog and civic engagement. This thesis will also provide a definition and specification of hyperlocal media, circumstance of origin, their position, financial site and their future. Furthermore, another part of this thesis will also introduce some of the external projects, whereas the practical part will carefully examine fourteen hyperlocal media bodies in the Czech Republic; one medium of each region of the Czech Republic respectively. Specifically, the analysis is aimed towards graphical editing and thematical structure of hyperlocal media. The second practical part offers qualitative analysis of semi-structured interviews with the creators of the investigated hyperlocal media. The subjects of the interviews are primarily from the point of view of motivation, financial site, position and future of hyperlocal media. Based on the analysis, common elements and new findings of czech hyperlocal media will also be presented. A further important factor, besides the analysis results, is the complete list of all hyperlocal media in the Czech Republic, which could serve as a basis for further research in this topic.