

Annotation

Industry 4.0, also known as "the fourth industrial revolution" consisting of the digitization and automation of industry, is a relatively new topic in the Czech media field. Not so new topic is digitization in general, which is a process of implementing digital technologies in various areas of production and society. Over time, the arguments of both academic sides, optimists and critics of digital progress were stabilized in two antagonistic paradigms, with both groups of arguments can be found in the media discourse. The work will also examine the neutral approach, which does not benefit from any of the extreme opposites. The thesis will examine the overall framing of the topic and the similarity between media presentation and academic literature. Participants in the academic debate on the digital age can be found, among others, among digital media theorists. They can in principle be divided into two main parties. Optimists (Negroponte, Jenkins, Mařík) in principle support the new possibilities that digitization brings, while critics (McChesney, Spitzer, Morozov) point out that digital progress is dangerous. On the one hand, digital progress and robotization is being showed as a benefit, but on the other hand, academics warn against the fall of society and the negative side of the digital age. Therefore, the work will compare these arguments with the frames found in the articles. The topic Industry 4.0 is new for the field of media studies and I consider dealing with this topic to be beneficial as it brings new knowledge affecting each of us now and mainly in the future.