

Abstract

This master thesis called *The influence of digital media on the production of Czech Radio news and opinion journalism* focuses on the changes in the producing of news and journalistic content of Czech Radio caused by the origin and development of network digital media. It describes the current form and functioning of the Czech Radio newsrooms and deals with the role that public institution attach to new media. The theoretical part attempts to define new media and describe their effects on traditional mass media. It also places in the context of current public service broadcasting in the Czech Republic and describes the development of technology that preceded the current situation. The aim of the practical part of the master thesis is a qualitative analysis of the impacts of the latest changes in available technology and new habits of consumers of media content. The main source of information in the analytical part of the thesis are respondents from the ranks of Czech Radio workers. The thesis answers the question of how important role digital media play for Czech Radio and how the Department of New Media cooperates with radio journalists. It also focuses on new journalistic content and formats that are emerging in radio broadcast as a result of the expansion of new media. Last but not least, the work analyses the transformation of editorial routines in the production of news and journalistic content of Czech Radio.