

Abstract

This bachelor thesis is about news web Seznam Zprávy. The main goal of this thesis is to point out its position across media especially online. At the beginning it shows the start of Seznam, later it takes on the description of the website. I documented the articles from August 2019 using content analysis.

In a practical part I turned my focus to biggest and most famous personalities at Seznam. Later the thesis walks us through some of the most famous cases and broadcasts of Seznam Zprávy. I also looked at the pros and cons of internet news and described the concepts of hoax, fake news and click-bait. In the end I described why I think Seznam Zprávy is a phenomenon not only online, but also the general journalism. In attachment I also put in a codex of Seznam Zprávy.