

Abstract

This diploma thesis deals with the use of artificial intelligence tools and automated journalism in the Czech News Agency. Specifically, it deals with the very first use of algorithmically generated news reports, which the agency published during the election in 2018. It compares municipal and Senate elections from this year with the outputs of ČTK news from municipal elections in 2014 and Senate elections in 2016. It uses qualitative and quantitative analysis methods. The diploma thesis also deals with the method how the generation of reports in 2018 worked in ČTK and shows and explains examples of source codes by which the report generator was programmed. It will also offer other ways and areas in which the Czech News Agency uses or is about to use automated journalism and its tools. One part of the thesis is also an interview with the technical director of ČTK Jan Koderá, who explained how automated journalism works in the Czech media environment of the press agency. The author also outlines some scientific disciplines related to artificial intelligence, which are required for the needs of this thesis. At the same time, he will also offer a number of examples of how automation tools are used in other newsrooms around the world.