

Abstract

This diploma thesis focuses on the dissemination of conspiracy theories, fake news and hoaxes and the role of media in this process. First, the basic concepts are explained and the topic of the thesis is put in a broader context. The functioning of disinformation media is described including the description of the local scene. Other channels used to deceive recipients include e-mails and applications, social networks, and word of mouth. Special attention is paid to the regular media and the rules according to which they should operate. The theory is followed by a practical part, which maps the spreading of specific misinformation not only through the media, but also fact-checking initiatives. Examples include conspiracy theories about the fire in Notre-Dame Cathedral, hoaxes about alleged refugees in Cheb, Czech Television journalist Marek Wollner and MP Olga Richterová, and the case of the dubious non-profit organization International Children's Cross. The analysis of these cases is conducted through a mixed research model: Data collection is carried out by a quantitative method, while working with them, qualitative methods associated with grounded theory are applied. The aim is to define and describe the forms that the media give to misinformation in their outputs, and to determine in which cases disinformation itself actively disseminates.