

## **Abstract**

This thesis deals with one of the fresh trends in media production which has caught the attention of both scholars and the laic public. It concerns the phenomenon of hyper local media. Theoretical base of this work lies in the appropriation of „locality“ as a distinctive attribute in terms of globalization processes. It operates with such terms as spatio-temporal changes, localization, globalization, human and place, authority and social integrity trying to contextualize these terms with media studies. Further it attempts to enlighten what are hyper local media, where can we find its roots in the field of journalism, how do they work and which advantages and disadvantages they have. Research part of the thesis studies a particular Czech hyper local project of PPF Investment Company combining case study and quantitative content analysis. Main intention is to find out whether the concept of hyper local journalism is sustainable in the Czech media landscape (and under which conditions) and whether it has got a working business model. We are also interested in its ability of capturing and keeping a new audience and delivering different content in comparison with another available and comparable media.

## **Keywords**

hyper local media - Naše adresa - PPF Media - Futuroom - locality - globalization - local and regional press - electronic media - content analysis - case study