

## **Abstract**

Diploma thesis “Social Network Facebook in News: Comparison of Space Dedicated to Social Network Facebook and its Content in Czech Media in the Years 2009 and 2011”, is dedicated to the way of use and citation of social network Facebook in the selected news media. The paper summarizes the establishment and strengthening of online media, particularly the phenomenon of social networks on the example of social network Facebook, and their influence on the transformation of the media sector, news values and new resources. In analyzing the texts containing the word Facebook in selected periods of 2009 and 2011 the thesis compares the frequency of posts mentioning the term Facebook in the dailies Blesk, Hospodářské noviny and MF Dnes and on the news sites Aktuálně.cz and iDNES.cz. According to the results of the analysis thesis describes the work and changes of work with social network Facebook in the Czech media, including its use as a news source, it evaluates the change of Facebook’s status in society Facebook and it mentions the relationship between the posts containing reference to the Facebook and news values. Survey conducted by agency My.cz focused on Czech journalists’ approach to social networks including practical use of social networks as news sources is part of the diploma thesis.