Abstract

The author of this thesis focuses on the ethical codes of Czech web journals. The thesis explains the terms like ethics, morality, regulation and self-regulation. It outlines new options available in the web journalism (unlike the traditional journalism) which are frequently used. The main goals of the thesis are the ethical codes, their wording, origin, coincidence, differences, strengths and weaknesses. For the purpose of this thesis the author designed a questionnaire for chief editors of web journals in which she outlined the basic ethical problems of the web journalism. Chief editors commented on the model situation, stated their opinions and assessed their most probable behavior in given situation. The emphasis is put mainly on the correction of the untruthful information, sourcing and corresponding referencing, the use of the social networks as a source of information and publishing of the photograph capturing pain, suffering or death.