

Abstract

This thesis recapitulates activities of Epicentrum agency which was reporting from the crisis places in the world and due to its termination of activities it attempts to define the meaning of Epicentrum. There is no doubt that Epicentrum was unique, but the important thing is to understand the causes and circumstances of its establishment and actions and to describe the way Epicentrum worked, including the both positive and negative aspects. Since the days of Epicentrum the world of media has changed fundametally (although it has not been that long). There is the phenomenon of media internetisation which the traditional media do not know how to deal with. Consequences of digitization have meant significant changes in journalists' work and the theme of this thesis is how could similar agency operate in these days. Today the process of producing the reports from the field is faster and cheaper which is advantage, on the other hand it is much easier to gather the large amount information for free these days and it is hard to convince media to buy it from such an agency. Therefore the integral part of this work is also a reflection on the value of on-the-spot reporting and its subsequent application possibilities on the market.