

## **Abstract**

The goal of this Bachelor's dissertation named Reflex Magazine Online: Progress in journalism? is to compare the printed and the online version of Reflex magazine.

The first part of the thesis is divided into three chapters: in the first chapter, the history of Reflex magazine is described shortly as well as the important members of the editorial staff are named. The second chapter is focused on the online version of the magazine, while the future of the Internet and new media are discussed in the third chapter.

The research part of this thesis is based on comparasion of the online and printed content. Additionally, a public poll among the Reflex's readers was performed, which was focused on readers' perception of the printed and online version of the magazine.

The supplement includes an interview with Josef Klíma, where the history of founding is described in detail.