

Abstract

Social network sites (and new media in general) transform the relationship between professional media organizations and their audiences. My bachelor thesis "Use of social networks in improving communication with the readership on example of IHNED.cz" focuses on how the media use pages or accounts on social network websites Facebook and Twitter in order to communicate with their readership in real time.

In the first, theoretical, part, I define the notion of social networks and describe the history and functioning of the most widespread social network sites, with particular emphasis on Facebook and Twitter. The basis of the thesis also touches on the description of the possibilities and mechanisms of usage of social network sites in terms of the news media.

In the research segment of the thesis I examine the activity of the Czech news server IHNED.cz on social network sites Facebook and Twitter by means of quantitative analysis. The intention is to detect what content is offered to fans (followers) of IHNED.cz, whether it evokes a response in them and to what extent IHNED.cz is communicating with its readers through social network sites.

The thesis also contains the results of a questionnaire among four hundred fans (followers) of IHNED.cz on Twitter and Facebook. The aim was to find out how and where they get the news, what style of communication used by media on social network sites suits them the best and if they would welcome any changes in this communication. The conclusion summarizes the findings of the research and offers a hypothesis on the possible attitude of the Czech media organizations towards this kind of use of social network sites.