

Abstract

This diploma thesis focuses on the problematic aspects of the journalistic profession nowadays, namely on the example of the penetration of the mystifying jokes to the mainstream media. In three specific cases where the authors of the mystifying pranks managed to penetrate the media, the work illustrates the most common mistakes journalists can make and focuses on trends, which stand for these tendencies. Part of this work is the analysis of the mystifying contents that appeared on jokes websites, on Facebook or in the context of interpersonal communication, and subsequent analysis of the media in which these mystifying reports appeared in the form of the real events. The interviews with both stakeholders - authors of the hoax contents and media representatives - will subsequently serve for the illustration of the overall issue and the final conclusion.