

## **Abstract**

The bachelor's thesis deals with online daily news journal Echo24. This web site has been quite newly created. The work focuses on interesting and unusual terms of its creation. The owners, authors and editors of this project are presented, too.

The theoretical part of the thesis deals with advantages and disadvantages of online journalism in comparison with printed media. It also mentions different points of view on journalistic objectivity, its individual parts and means of research.

The goal of the practical part is to compare Echo24 with other wholly-online news concerning other points than their readers' opinion. This study is also concerned with the form of presenting information taking in account one of the news values - objectivity.

It also deals with the space provided for criticized subjects to justify, because it is one of the impartiality indicators.

The bachelor's thesis is completed with a questionnaire investigating awareness of different public groups about the project and its impartiality