

Abstract

The thesis is concerned with the presence of news journalists and news institutions on social media sites. Mentioned modern technology had large effect on the development of the field as well as everyday journalistic routine. Social media not only brought brand new possibilities, it was also accompanied by modern age dilemmas and ethical conundrums that journalists have to face. Most of the Czech news institutions however still ignore the option of internal regulation via ethical code of any sorts which alienates them from the western media current praxis. In the sake of requiring information necessary to describe functioning of social media content production in Czech news media, the author carried out a qualitative research questioning members of social media departments of mentioned institutions. Based on the research, the thesis answers questions about personnel responsibilities in managing company social media profiles and introduces ethical codes and official internal rules they have to follow whereas the conclusion is that most of Czech news institution haven't implemented any of those yet.