

Abstract

The phenomenon of social networking sites certainly influences the way traditional media functions. It has become imperative for any periodical to also have a Facebook page or a Twitter account. This bachelor thesis addresses the differences in use of social networking sites Facebook and Twitter in the newsrooms of two leading Czech weekly magazines – *Respekt* and *Reflex*. In the theoretical section, there are described positives and negatives of the current role of social networking sites in journalism. This part also contains characterisation of the process of adaptation to new trends in the field of online journalism. Moreover, it puts great emphasis on building of reader's community and also on a phenomenon of so-called *brand journalism*. The theoretical section also closely introduces social networking sites used by newsrooms of researched weekly magazines. The practical part consists of the author's own research analyzing *Respekt* and *Reflex*'s posts on Facebook pages and Twitter accounts. These posts were gathered during one month, specifically during October 2016. Findings of the research are developed into complexly described graphs followed by general comparison of usage of social networking sites by mentioned weekly magazines.