

Abstract

The diploma thesis studies the basic concepts of communication in the context of the online environment and seeks whether there are ethical starting points for users participating in content creation on the Internet (*producers*). It deals with the meaning of communication and dialogue, the understanding of what is public and what the mass means, describes the online environment and the media sphere and places it in an ethical framework in which it characterizes the concept of person and explores the essence of the concept of *praxis*. In view of the basic question of the thesis, general ethical principles and the essence of journalistic and media ethics are also presented, because it was journalism that gave rise to the content creators from among the public even before the Internet. Since the subject of research is the active public on the Internet, the work deals also with the basic human right to freedom of expression and related regulatory legislation. In local and especially Anglo-American sources, it searches for a definition of the term ethics of the public, or at least directional ethical theses that would be as suitable as possible for an application to the given subject area. The goal of the work was a comprehensive understanding of the nature of communication between people in public and a search for a definition or for the needs of ethics of the public in online communication. The work has a research character and includes a reflection of the findings.

Keywords

ethics, ethics of the public, producers' ethics, online audience, online media, social media, speech, freedom of speech, online communication, process, dialogue