

Abstract

This diploma thesis deals with the topic of consumption of news content among representatives of the current young generation Z in the Czech Republic. The thesis aims to describe how university students from generation Z consume news content, what are their habits when obtaining current information and how representatives from generation Z perceive the issue of news content that is not created by journalists, but by citizen journalists or influencers. The theoretical part of the work is devoted to news, new formats and changes in journalism and in the media in the 21st century. Then it describes how people consume news and the characteristics of Generation Z. Theory is followed by research, which has two parts. First, a quantitative research method, specifically it is a questionnaire survey among representatives of generation Z, which aims to answer the first research question: How do current university students, representatives of generation Z, consume news content. The questionnaire survey will be followed by qualitative research in the form of semi-structured interviews, which aims to answer the second research question of the thesis: How do representatives of generation Z perceive the issue of news content that is not created by journalists, but by citizen journalists or influencers. The data collected during the research is then analyzed to bring the thesis as close as possible to its aim. The work also includes attachments with the results of the questionnaire survey and transcripts of semi-structured interviews.