

Abstract

The diploma thesis *Comparison of Approaches to Online Formats in Selected Czech Media Depending on Corporate Convergence* deals with the question of how the approach of selected Czech daily newspapers Mladá fronta Dnes, Deník Právo and Hospodářské noviny to their associated online news servers differs. Since the chosen media share a common characteristic, which is their originally purely print format, the author first describes the concept of media convergence, the process of media internetisation, explains the concept of digitalisation and the economic principles of media. As part of the research, the author first conducts a content analysis of texts published in the print versions of the media, which she then searches for on a news server and compares. The author also conducts three semi-structured interviews with representatives of the selected media.

From the data obtained, it can be concluded that the situation is different in each of the media, both in most of the categories of content analysis examined and in the functioning of the newsrooms themselves. The editorial office of Hospodářské noviny is identical in terms of personnel to the editorial office of HN.cz, while the editorial offices of Mladá fronta Dnes and iDnes.cz are two different editorial offices, which, however, cooperate closely. That is not the case with the editorial offices of Deník Právo and Novinky.cz, where two separate editorial offices also exist, but their cooperation is only limited. These facts are reflected in the results of the analysis as well as in the more detailed conclusions.