

Abstract

With the advent and growing role of social media, both the form of news itself and the way how we consume news has changed. This is particularly evident with Generation Z, who were the first to grow up with a phone in their hand and did not experience an era when people consumed most of their information from print. In this thesis, the author examines not only how exactly the behavior of Generation Z members has changed in consuming news content, but how the news media itself is responding to these changes. The thesis is divided into theoretical and practical parts. In the first part of the thesis, the author discusses the definition of news, its genres, values and the demands placed on journalists. The chapter is also devoted to the current trends and challenges of the news industry, such as media convergence, the rise of misinformation, and the influence of social media. In addition, the author discusses the necessary definition of the news audience and Generation Z, which the thesis addresses. The second part of the thesis is devoted to qualitative research, which is conducted in the form of semi-structured interviews. Questions about the development of news content consumption were answered by the editors-in-chief of selected news media. Given the research questions, the author then also conducted interviews with some of the social media experts responsible for managing social media in the media in question. There are many researches and theses that deal with how young people, and especially members of Generation Z, consume news media and the growing role of social media. However, there is a gap in how the media itself is responding to this phenomenon, which is why this thesis offers an unconventional perspective on the functioning of the Czech media landscape.