

Abstract

In this thesis, I focus on the role and significance of accounts on the social network X for journalism. Specifically, I address those accounts on the mentioned social network that are managed by spokespeople working for corporations and public and state institutions. Primarily, I examine the role and influence these profiles have on journalism. This thesis explores the characteristics, job responsibilities, and communication channels of spokespeople. Additionally, it studies social networks as a component of companies' external communication and their importance for public relations. It also looks into the activities of spokespeople on the social network X. I have divided the research respondents into two groups. The first group consists of corporate spokespeople, including Kateřina Pavlíková, spokesperson for the travel agency Čedok, Pavel Kaidl, spokesperson for ORLEN Unipetrol, Pavel Jína, spokesperson for Škoda Auto, and David Pavlíček, spokesperson for Hyundai. The second group comprises spokespeople from public and state institutions, specifically Klára Divíšková, spokesperson for Prague Airport, Martin Kavka, spokesperson for the Fire Rescue Service of the City of Prague, who is also the head of the Fire Cause Investigation Department and acts as a spokesperson for the Railway Administration firefighters, Tomáš Staněk, spokesperson for the National Theatre, and Jakub Kozák, spokesperson for the Fire Rescue Service of the Moravian-Silesian Region.