

Abstract

This Master Thesis titled *The Influence of the TikTok Platform on the Job as a Journalist* describes the effect of the social media phenomenon called TikTok on the development of the current media. It also provides various sights on the perception of the TikTok platform of the media representatives and the domestic journalists themselves. The author of the Master Thesis firstly defines fundamental concepts that closely correlate with social media and TikTok, subsequently, explains the principal of the platform in detail. Via qualitative research then realized nine semi-structured interviews with Czech journalists and the representatives of the media organizations. The acquired data conclude that TikTok directly influences journalism itself. Mainly it contributes to brevity. Videos created by the domestic journalists are due to the captivating effect short and quick. Whole development of the Czech media operating on TikTok is also affected by the National Cybernetic Security Authority study from March 2023 that TikTok app is a security threat. All the media internally tackled the situation and Český rozhlas even decided to cease the TikTok publication. However, most of the domestic media due to the desire to maintain the contact with younger generation, based on the collected data, decided to resume their TikTok activity.