

The diploma thesis deals with the online media environment in the early 21st century, where various media platforms operate simultaneously and where ordinary users get better opportunity for representation. This study describes changing forms of the public sphere, which is recently developing into a networked public sphere. The thesis also explores the public service media, which are crucial mediators within the public sphere. Values and characteristics of the public service media changed in time. Qualitative research, executed on a group of online media, identifies the public service values. These values are compared and contrasted with the values of the online media, which could in future exercise the functions of the public service media. The objective of this study is to determine whether there is an alternative for the traditional public service media in the online environment.