

Abstract

The work shows the Internet as natural space of our existence. By using a wide selection of source literature it strives for an unorthodox view of the digital space theme as well as the social development of past years which is closely linked to the Internet phenomenon. The work shows specific examples from professional experience to illustrate the change of understanding the Internet and its role within our society; it discusses the polarity of the virtual and the real and the most important change of the passive viewer to active user. Within the boundaries of understanding the Internet as a natural space of man - user, the work turns both to linguistic structures of metaphorical system and to conclusions of phenomenological studies.