

## **Abstract**

The thesis is focused on the communication inclusion and exclusivity of Czech journalist on Twitter and how they use conventions of this platform to connect with other users. Through the description of current communication layers and functions of Twitter this thesis depicts how it became one of main sources of news and how it pushed journalists to reinterpret their traditional roles in the society. It also describe how digital humanities and digital trace data gathered from social media can be used as means of analysis of social interactions of its users. The practical part presents a cluster analysis based on Twitter data of 457 Czech journalists that shows how is Twitter used to communicate within and outside the Czech media system.