

Abstract

This thesis looks at user-generated content within Czech audiovisual mainstream media. It places this user-generated content within the wider context of citizen journalism, while also comparing this with professional journalism both in terms of ethics and the method topics are processed. The study also takes an excursion into the history of Czech, and Czechoslovak, radio and television broadcasting in terms of the very first interactions of the particular media with viewers and listeners. The study also provides an overview of how listeners and viewers have been able to get involved in content production over the history of radio and television. The study selects programmes within the four most listened-to radio stations and the three most watched television groups in which listeners or viewers are involved in some manner. It uses compositional framing analysis to describe the format of these programmes, and it analyses theme and episode scopes to map their content better. The work also provides a brief comparison of the programmes analysed in terms of the similarity or difference of content and the methods by which viewers or listeners generate content within the programmes. The objective of the thesis is to provide a comprehensive perspective on user-generated content including practical examples in the form of analysis of programmes in the Czech audiovisual mainstream media.