

The thesis is concentrated on phenomenon of "agenda-setting". Both theoretical and practical aspects of agenda-setting are examined. The first part of the thesis renders process of studying "agenda-setting" right from origins, determination of this term and describes all types related to it. The following second part of the thesis is based on "agenda-setting" in Czech daily newspapers conjuncted with political talk-shows "Questions of Vaclav Moravec" (QMI).

Altogether 17 consecutive pre-elect VMI talk-shows which Czech TV - governed by public law - broadcasted during Spring 2006 were selected as a sample (in context with forthcoming parliamentary elections held in June 2006) on the one hand, and four Czech daily newspapers - namely "Mlada fronta Dnes", "Pravo", "Hospodarske noviny" and "Lidove noviny" on the other one. All references in newspapers in relation to QMI talk-shows were taken into account in research focused on analysis of processed input data.

The representatives of Czech political scene participated in QMI talk-shows and discussed various issues moderated by Vaclav Moravec. These representatives were chosen according to the current results of pre-elect preferences surveys effected by STEM Agency.