

The rigorous thesis named *Agenda-setting at the Local Level* deals with concept agenda-setting and applies it on the research made in local conditions. It is checked to what degree the process of agenda-setting is functional on this level and how in the concrete it expresses oneself. At the same time follows up-to-date trend of research in agenda-setting being characterized by displacement from macro structural level to micro structural level and by replacement of general hypotheses to concrete hypotheses. The rigorous thesis describes relationships among citizens of Nové Město na Moravě including integrated villages as representatives of local public agenda, toll-free fortnightly *Novoměstsko* that belongs to local media agenda and municipal politicians as representatives of local political agenda. It is based on groundbreaking studies that checked the validity of agenda-setting on the macro structural level and it is used quantitative and qualitative methods that propped oneself upon that studies. The way of fortnightly publishing and the town government were changed in the period between the first and the second research. Therefore, the rigorous thesis also analyzes impact of these changes on the process of agenda-setting.