

Abstract

The title of this study is "The role of lobbyist in public policy versus the media image of his activities". The thesis focuses on the supposed conflict between the theory of public policy, that confirms the legitimacy of the lobbyist as a person, who can persuade or influence the decision-makers in favour of an interest group and the reports which Czech society receives through media about the lobbying, that are mostly negative. The qualitative content analysis was chosen for the research and the source of the news is the major respectable daily in Czech republic Mladá fronta Dnes. The results of the content analysis are compared with the theory and commented by a policymaker, a political scientist and by a journalist.