

Bachelor's work deals with market research and public opinion in Czech Republic concentrating on mass media. It presents the research as a suitable feedback for application in mass communications and mass media. The first part of the work defines some basic terms concerning mass communications and media, the following part deals with a short history of investigations in Czech Republic and in the former Czechoslovakia. Next part explains the certain methodologies and methods which are used in the research. Another part of the work presents the list of the main agencies acting in the sphere of market research and public opinion in Czech Republic. In conclusion of the work it is shown the ethics of investigations and intervention of state, law and norms into research. [Autor's abstract].