

Abstract

The thesis titled *Media and Pre-Election Polls: Quantitative Analysis of the Czech Major Daily Newspapers before Parliamentary Elections in 2010*, deals with the manner in which the media grasp and process the results of opinion polls focused on the theme of elections, namely pre-election polls. The attitude of the author toward this topic is based on the agenda setting theory, which assumes that the media can, to some extent, set the topics and thus determine how (and that) the audience think about them. In the case of publication of pre-election surveys can therefore media, to some, but hardly detectable extent, influence the citizens-voters. For this reason it is important to focus on how exactly the mass media work with the statistic data and how they make them available to the wide public. Media coverage of these data should be complete and clear in order to prevent misinterpretation and for the data to be correctly handled. Through the quantitative content analysis of media outputs (in total 74 articles) from the five most popular Czech daily newspapers in the period January to May 2010 it was researched if the media work with pre-election polls results properly. Based on the analysis and its results, the recommendations were concluded for the situation to be improved.