

Abstract

Diploma thesis „The cooperation of national daily press and agencies for research of public opinion in the Czech republic“ attempts to describe from the practical point of view how mutual cooperation of agencies for public opinion research and the media, especially the press, looks.

The chapters of theoretical part of diploma thesis deal with the historical development of public opinion researches in our country where the year 1989 is stressed as the separation turning-point and the foreign studies about the relation of public opinion polls and media. In the practical part of diploma thesis is detailed analysis of media presentation of public opinion polls in the press. At first it compares the different approach of the journalists and sociologists to the work with the informations about public opinion polls and then the way of media processing of public opinion polls in the newspaper in two different historical periods, namely in 1991 and 2009. The analysed materil contained the press releases by IVVM and by CVVM of the first five months 1991 and 2009 and the press articles where the journalists used the informations from this press releases.

The media act in the diploma thesis in part as the users of informations about public opinion polls and in part as the initiators of these polls. The staff of the agencies for public opinion research and newsrooms describe their experience with mutual cooperation.