

## **Abstract**

My thesis, "The Transformation of the Media-Image for Children's Systems of Care" analyzes the system of care for vulnerable children in the Czech Republic, specifically how Act. No 359/1999 Coll. transforms the the socio-legal protection of children. The amendment aims to reform services inthe area of preventive action: the legislation prioritizes the family as the best environment for the child. Under this amendment, a child is placed in institutional care only as a last resort. Additionally, the amendment also professionalizes and standardizes the social-legal protection of children.

Transforming a bureaucratic system is always a political process in which different actors are involved, who aim to implement new policies promoting their best interests. The aim of this paper is to describe the image of Czech households in the media depicted by policy actors, and how these images consequently transformed the system of care for vulnerable children. For this purpose, content analysis of media communication, ranging from print media, television networks, radio stations, and websites, and the other complementary methods were applied. The theoretical anchors are grounded in foundational concepts of public policy (public policy network theory) and media sciences (agenda setting theory of media structures). In the discussion and conclusions, outcomes are presented of the content analysis and evaluation of the impact of research on thedistribution of space devoted to the various actors in the media.