

This dissertation thesis follows from a wide stream of considerations of the relationship between the mass media, public and politics; in particular detail, it deals with a specific concept which attempts to grasp, model and empirically examine this relationship. The main goals of the thesis can be in short divided into two interrelated areas. The first aim is to introduce the concept of agenda setting to the Czech academic environment, with its theoretical, terminological and research frame for an analysis of relationships between the mass media content, dynamics of public opinion, and the political sphere. The second aim is to analyze how agenda setting processes are theoretically grounded and studied in the Czech social studies.

The theoretical part of the thesis is structured according to two perspectives: diachronic and synchronic. In the diachronic perspective, I try to grasp the social context and historical origins of agenda-setting as a concept, its development, main trends, and developmental lines. This way, I move forward to the synchronic perspective and describe academic grounding of agenda-setting; I give a detailed analysis of the present level of the agenda-setting research and the main research areas through available classifications. The second fundamental area of the dissertation consists in an attempt to identify, grasp and analyze the variety of research of agenda-setting processes in the Czech social studies and its grounding within the field. The theoretical part introduces the development and main areas of agenda-setting research; the analytical part tries to grasp how agenda-setting is studied in the Czech environment.