

Abstract

This thesis deals with the current global recession, its presentation in the media, and the public opinion on the economic situation in the Czech Republic. It is based on the theory of agenda-setting. Content analysis is used to examine the intensity of attention of two different journals paid to the subject of the recession in the observed period September 2007 – December 2011, with a special focus on December 2008. The objects of the current study are two Czech nation-wide journals: the economic newspaper *Hospodářské noviny* and the tabloid newspaper *Blesk*. The study shows that the economic journal presents the recession more intensively, from a more general point of view, and questions the causes of the recession. The tabloid concentrates on the Czech Republic, writes about the recession primarily in the context of non-economical news (especially sport), and does not use the mechanisms typical for tabloids as much as expected.

A secondary analysis of the outcomes of public opinion surveys examines the readerships of these journals separately. The economic expectations of the readers of the economic journal correspond with the intensity of attention paid by this journal to the recession, but only in the first half of the analysed period. The expectations of the tabloid readers correspond with the intensity of this journal's coverage of the recession only during the time when it reaches its top. *Blesk* readers' perception of the economic situation shows to be more consistent and more negative than that of the readers of *Hospodářské noviny*.

The economic and political preferences of the readers correspond with the value orientation of the given journals.