

The aim of the diploma thesis is analysis of the Czechoslovak newsreel of 1961. In the quantitative method, reports are sorted by the codebook into thematic groups. There are following variables: soft x hard news; domestic x foreign news; culture x politics x economy x sport x disaster x rest. As a result of this method we can find out which news were preferred (agenda-setting) and bated (gate-keeping). In the qualitative method author is analysing foreign reports chosen by quantitative method. There were chosen these topics: Soviet economy, German question, Space Race, Cuban Crises and French decolonialism.