

Abstract

The main objective of this thesis is to describe agenda building process in Czech news media on the example of health news. The thesis is based on the concept of agenda-setting which operates with the term “media agenda”. The fundamental question of media agenda building is how and why some topics get to the news while others not. Two separate pieces of research have been conducted for the purpose of this thesis. Firstly quantitative content analysis explores how selected Czech news media report on health news during 2013. The analysis is focused on daily press Mladá fronta Dnes, Lidové noviny, Hospodářské noviny, Právo, Česká televize TV news, and Český rozhlas radio news. Secondly, interviews with journalists who are or were devoted to the health news describe media routines forming media content. The result based on the two research methods is a description of health newsgathering. Particularly, the issues in question are how health journalists receive ideas for their stories, what motivates them, who forms health news, what role plays intermedia agenda, public relations materials or human stories.