Abstract

The thesis provides an insight into TV news through the optic of internet news sites and highlights the influence of the evening TV news of Czech Television, FTV Prima and TV Nova on the media agenda of the websites Aktuálně.cz, iDnes.cz, Lidovky.cz and Novinky.cz. Through quantitative content analysis of 646 topics validates previous foreign studies that deal with mirroring topics between the Internet and television, compares the listing of topics in the media agenda, and points out that even in the Czech environment the internet agenda is composed more of soft news than the television one. The aim of the thesis was to prove or disprove the hypothesis that evening TV news establishes the topics agenda of internet news sites. This hypothesis was proved on a small sample of topics in the case of Czech Television, which demonstrably influenced the content of each of the above mentioned internet news site once. It can be thus concluded that the TV news Události of the Czech Television represent an agenda establisher in the Czech media environment.