

Abstract

The diploma thesis *Positive and Negative Image of Pharmaceutical Industry in Czech Printed Media* focuses on the media image of the pharmaceutical industry in three Czech daily newspapers (Hospodářské noviny, Mladá Fronta DNES and Blesk) during the years 2001, 2002, 2011 and 2012. The aim of the thesis is to analyse the media content and discover the topics associated with the pharmaceutical industry including the connotation of the articles. The thesis is divided into three chapters. The first chapter describes the character of the pharmaceutical industry in general and in the Czech Republic with an emphasis on the specific restrictions of pharmaceutical business in media. The second chapter summarises the theoretical background of the thesis, which is essentially the concept of agenda-setting. It also describes the researched media and the method of quantitative and qualitative content analysis which were used in the thesis. The last chapter analyses and interprets the results of the research and concludes all gathered information.