ABSTRACT

This diploma thesis is describing the influence of Czech Press Agency on major television news programs. Theoretical part is defining, what the agenda setting is and how medias handles agency news. Significant part is also dealing with description a characteristic of media functioning. In practical part, author is measuring the influence of Czech Press Agency by using method known as quantitative content analysis. As proven, agency have a significant, but limited influence on television broadcasting news. Thesis in last part deals in detail with the analysis of this influence.