

## **Abstract**

The thesis deals with the election of the Director General of Czech Television in 2017. The topic is viewed from the perspective of the media agenda of print and online media. The researched media was chosen by the key of the highest readership in the period from the beginning of January to the end of April 2017. The thesis is divided into two parts, theoretical and practical. The theoretical part deals with the specifics of the effects of media, which categorizes into three types. Furthermore, the theory mentions the concept agenda-setting, which belong to the long-term effects of the media, and which includes the examined media agenda. The theory also defines the concepts of public service and public service media, related terms and basic legal anchoring. The theoretical part also presents the Czech Television institution and its supervisory body, which elects the General Director, the Council of Czech Television. The practical part, through the analysis of news outputs that were published for the election in the defined period, using quantitative content analysis and qualitative analysis of the frameworks, shows how the choice was displayed in the media environment and what topics it raised. The quantitative part defines the codes that were most frequent in the news output. The qualitative part then works with five frameworks, which emerged from the quantitative analysis and it was interesting to examine them in depth, ie in a qualitative way. At the end of the diploma thesis, three research questions are answered.