

Abstract

This thesis approaches the theoretical concepts of public opinion, its history and origins of public opinion research in the Czechoslovak Republic and abroad. It describes the circumstances of the creation, operation and termination of the Czechoslovak Institute for Public Opinion Research, which was established under the leadership of Josef Kopta and came under the I. Department of the Ministry of Information. More particularly provides a detailed view of The *Veřejné mínění* Journal, which was published between 1946 and 1948 and the publisher was the institute. Among the personalities associated with the institute and the magazine belonged Čeněk Adamec, Bohuš Pospíšil and Milan A. Tesař. The journal represented a Europe-wide unique. No other institution published a similar format of the journal, which conceived as the major topic of public opinion. It was a professional and popularization journal, which was addressed to experts and the general public. Individual subsections describe the specific content of the journal, which, inter alia, consist of professional articles of various kinds, reports on domestic and foreign researches, comments from readers and other sections. Special attention is given to information related to the field of media.