

## **Abstract**

This thesis is concerned with the Czech doctor's campaign "Thanks, we are leaving" on the background of the health care system in the Czech Republic. The campaign started in 2010 by the Czech doctors trying to focus on the working conditions, salary conditions, educational system and some failures of the health care system with the aim to improve it. The campaign resulted in February 2011 in a compromise between doctors and Ministry of Health. This thesis focuses especially on media and on the interest group LOK (Medical union trade club) which set the agenda. The perception of the campaign is ambiguous both for the public and for the doctors themselves. The individual milestones of campaign are explained by the theory of punctuated equilibrium from the authors Bryan D. Jones and Frank R. Baumgartner.

Using many helpful methods such as content analysis of media messages, semi-structured interviews with particular actors, analysis of secondary sources, stakeholder analysis or analysis of selected events in health policy I explained the core events and actors who participated in this campaign. The theoretical concepts used in this thesis are: public policy in its multidisciplinary meaning, health policy and health care system, punctuated equilibrium theory, theories concerned with interest groups and in the field of media especially the theory of mass communication, agenda setting or normative media theories. The design of this work is case study. As a result there is a discussion whether the campaign was successful or not and why. The doctors tried to start a health care reform, to stop corruption in the system, to change the working and salary conditions. Some of these were successful, some not. This work explains why and it discusses the reasons why.