

Abstract

Diploma thesis *Journalists and Public Opinion Polls: Media Representation of Public Opinion in the case of the First Direct Presidential Election in Czech Republic* deals with an issue of media representation of public opinion polls and journalists' attitudes towards these polls. From the theoretical point of view this thesis focuses on definition of concepts such as public and public opinion, examination of how these concepts are approached within public opinion polls and investigation of possible influence of mediated public opinion polls on recipient of media messages. The main part of this thesis describes results of academic studies that address an issue of media coverage of pre-election polls. Analytic part is divided into two parts. The first part deals with media content analysis, the second one deals with journalists' attitudes towards polls. We can conclude that interviewed journalists are rather skeptical about public opinion polls while this scepticism is not followed by critical interpretation of pre-election poll results. This conclusion rises a question why journalists' sceptical attitude doesn't correspond with media coverage of polls that was found rather uncritical.