

Abstract

The diploma thesis "The Framing of the Topic of Electronic Sales Records by the Czech Daily Media" explores the quantitative content of the analysis in the way how media cover the subject of electronic sales records of the daily press Blesk, Mladá fronta, Právo, Hospodářské noviny and Lidové noviny. The theoretical part focuses on the influence of the media itself. On the basis of the theoretical knowledge, the levels of the agenda are described - firstly, the first stage of agenda setting, which defines the typology of the themes chosen by the media in their media agendas and actors whose definition for work is based on Hartley (1982) approach and Křeček (2013) division into collective and individual political actors. Another part deals with the second stage of the agenda setting, which in the case of diploma thesis includes framing. The first chapters describe the basic typology of division into generic and specific frameworks, focusing on thematic and episodic framing, which are subsequently used in the analytical part. The last part of the framing theory focuses on five types of frames according to Semetko and Valkenburg (2000), who divide the general framing according to specific content features into conflicting, human interests, responsibility, moral and economic consequences. Consequently, in the theory, the concept of a media attention cycle on Downs theme (1972) is elaborated. The last part of the theory describes how the studies on economic affairs and state regulation have been studied so far, and finally, the history of the electronic sales records, according to which the analytical part of the thesis is oriented in a time perspective.