

Abstract

This thesis deals with the subject of correspondence between the media and the public agenda. It is based on previous studies, where the relationship between the media and the public agenda confirmed sociologist McCombs (Dearing and Rogers 1996: 6). On the sources it is trying to establish a linkage on the specific topic of the church restitutions, which discusses in particular the development and opinions both in the media and in the public agenda. In contrast to previous pieces I try to penetrate deeper into the linkage between media and public agenda and investigate their mutual correspondence.

For analyzing the media agenda, the author uses the method of content analysis of newspaper articles in selected printed media. Then the result is compared to a secondary analysis of survey data *Naše společnost*, that realized the Center for Public Opinion Research, which represents the public agenda in this case.

The main results of the analysis is verified that the media and the public agenda influenced each other in the particular case, the issue of restitution of churches. First, it is managed to identify similarities between the frequency of occurrences of each media reports and public interest in the topic. It is also discovered a connection between opinions on the topic in the media and public agenda. It turns out that negative view on the process of adoption of the law about property settlement with churches occurs to a similar extent under both appointed agendas.

Thanks to demonstration of the correspondence between the two agendas in the short term, it is possible to agree that a certain interaction between the two agendas is also in this case, even with significant hits for both agendas in disagreement with the church restitutions.