

## **Abstract**

The goal of here below presented text is the introduction of the concept of the agenda setting and to try to prove the validity of this theory on the thematic field of economic policy in the period from January 2009 to March 2010. For this purpose two data sets were used. The first one, which represents the public agenda, contains the data from continuous research of public opinion realized by the Public opinion research center (CVVM). The second one is the result of the quantitative content analysis of the TV news and presents the importance of the above mentioned thematic field in the media agenda. For proving of the causal relationship in between those two agendas the method of the pair correlations was used. The results confirm the relatively strong correlation between the media coverage of the topic and its position in the public agenda`s framework. It has been proved that an important role in the whole process represents the fact whether the news is domestic or foreign as well as the importance of gender. The time factor appeared also as a main intervening variable.