

Abstract

This diploma thesis deals with the influence of news agencies on the shaping of the news agenda in selected Czech daily newspapers. The subject of investigation is the agenda of ČTK, specifically how it is reflected in the agenda of the news media and what role it plays in the process of shaping the news agenda. The diploma thesis focuses primarily on how the ČTK news agency influences the content of the Czech newspapers - Lidové noviny, Právo, Hospodářské noviny and MF Dnes.

The theoretical part of the work is devoted to the concepts of agenda-setting and gatekeeping, the history and function of news agencies and their influence on the media environment. The practical part includes a quantitative content analysis of articles from selected editions of individual newspapers. The research consists of the analysis of articles from individual editions of the mentioned newspapers in the given time period and their subsequent comparison with the original report from Infobanka ČTK.

The research results show that the news agency ČTK has a significant influence on the content of Czech daily newspapers, but not a dominant one. However, in the most cases the adopted articles are published in the form attributed to them by ČTK. Therefore, they are not edited in any way and the so-called rip and read method prevails, which implies that in cases where the media draw from ČTK news, they leave the role of setting the agenda to the ČTK agency. Also, agency reports are most often used in domestic news, followed by foreign news and sports. The conclusions of the work thus indicate that while ČTK has a significant influence on the content of Czech daily newspapers, most of the news still comes from its own editorial sources.