

The diploma thesis “Media Image of Lobbying“ focuses on the issue of the media image of lobbying and lobbyists in the newspapers Mladá fronta Dnes and Právo in the year 2008. Lobbying is an activity which the majority of population experiences through the media only. The media may thus greatly influence the way the public perceives and evaluates lobbying. In the first part of the diploma thesis the question of the media presentation of reality are introduced and the factors which influence the form of the media content are outlined. The paper further deals briefly with the effect the media have on the population and with the agenda-setting concept. Then the definition of lobbying is given, as well as the reasons and conditions for its positive and negative reputation. Positive and negative functions of lobbying are pointed out and various types and forms of lobbying are presented including indirect lobbying, which is associated with PR activities. In the research part of the paper the results of the quantitative research are presented. The aim of this research was to discover the most frequent types of lobbying and lobbyists in the newspapers studied. The qualitative frame analysis then shows the ways in which lobbying and lobbyists are presented in the media. The appendix to the paper contains a codebook and a list of various lobbying techniques.