

## **ANNOTATION**

### **„Changes of Media Representation of Agriculture in Press“**

This diploma thesis is focused on the changes in the media representation of agriculture in the Czech press on the example of two national dailies - *Hospodářské noviny* and *Právo*. The study uses a quantitative research method, content analysis, to detect changes in both the final representation of farmers and mechanisms of news construction in the period from the early 90s of the 20th century to today. The theoretical part presents a brief development of agriculture, basic principles of the media studies theory and mechanisms of news construction (agenda setting, work with information sources, the news values concept, the framing concept). The analysis examines the media attention that is devoted to agriculture but also the use of mechanisms of news construction and the change of representation of farmers in the press.

**Key words:** agriculture; farmers; mechanisms of news construction; content analysis; media representation; agenda setting