

Abstract

This bachelor's thesis deals with the introductory of *úvodník* and editorial. It presents their different interpretations and characteristics and aims to determine whether it can be distinguished as two specific genres, or whether it is only two different designations of the same genre.

The first part of the thesis presents several definitions characterizing *úvodník* and editorial and also mentions the historic development of *úvodník*, especially in the Czech lands. One of the chapters is also devoted to the position of *úvodník* in *Lidové noviny* and mentions not only Ferdinand Peroutka as the local *úvodník* writer. The entry of foreign editorial into Czech media environment and the subsequent mixing of elements of *úvodník* and an editorial on the pages of social periodicals is also described. and the entry of foreign editorial into Czech media environment. As well it presents the position of editorial in Anglo-American media.

The main part of the bachelor's thesis consists of an analysis of *úvodník* in the Reflex weekly and editorials in the Echo Weekly in a defined period of time, which is performed on the basis of several specified criteria. The evaluation of the results of the analysis will make it possible to make a comparison of two genres, which is approached with five predetermined hypotheses. Their confirmation or disproof will then affect the formulation of the conclusion.