

Diploma thesis named *Periodicals in Frenštát pod Radhoštěm in the 1st half of 20th century* describes press developmental changes issued in Frenštát pod Radhoštěm. Firstly, thesis characterizes what kind of press has been issued in Frenštát, what was in its content, who was the target group and how the press reflected current issues. Thesis is divided into three historical parts according to global political issues and changes in press trends. Mentioned three parts are the periods between 1900 –1918, 1918 – 1945, 1945 – 1950, when the press trends had been changing step by step from popularity of the local press and magazines expansion, towards political press and establishing of company magazine. All these changes are reflected on the background of town and global history. The reader is in introduction briefly acquainted with the town history, its cultural wealth, famous persons, development of the local clubs and industry. Secondly follows the main part of the thesis, where is in detail described particular types of newspapers in mentioned time periods. Part of the thesis is quantitative content analysis of two chosen newspapers with aim to determine, what were the topics, in what range, who was the target group and what type of news was dominating: local, nationwide or global.