

Bachelor thesis deals with quantitative content analysis of topical rubrics of newspapers named above involving all releases in 2007. The analysis is focused just on rubrics conversant questions of automotive industry. Its goal is describe similarities and differences in content selections, how it is led along, what space is devoted to it and what kind of information gives to its readers. This thesis is devoted to segmentation of space on quantifiable parameters and outcomes of analysis are put through the statistic analyses . All the findings are presented through schemes and diagrams. An outcome is quantitative description of chosen topical units which describes topical and spatial zoning of automotive industry as a topic presented on pages of totally different newspapers regarding the historical background and different reader's bases. There are answered questions on seasonality and space devoted to motorism.