

The diploma thesis “The linguistic analysis of headlines in daily papers *Hospodářské noviny* and *Blesk*” deals with the analysis of headlines in articles that include the commentary genre, specifically in *Hospodářské noviny* and *Blesk*. In this work, there is analyzed the form of headlines, how they are set up, and how they relate to the content of the message. The thesis consists of theoretical and analytical parts. The theoretical parts describe the analyzed material, the method of linguistic analysis is described there and also the characteristic of headlines. It is followed by analysis which is divided into two parts. In the first part, there is observed the difference of using the types of sentences and also the kinds of modality in the headlines of observed daily papers and the second part of analysis studies the general headlines and the occurrence of metaphorical expression. It analyses occurring cases of metaphor, metonymy, personification and paraphrase and compares, if there are some differences between the daily papers in observing phenomena. The premise is that the type of tabloid newspaper has a higher proportion of headlines including the metaphorical expression. There are analyzed also 10 year-old headlines of these daily papers, for the comparison, if the daily papers differ only among themselves, or if there is a difference with 10 years old headlines