

## **Abstract**

The aim of this thesis is the comparison of sport reporting in the countrywide daily *Sport* and regional dailies *Tachovsky* and *Breclavsky denik*. This comparison is under two ways: the first one is a content analysis of these three dailies in a time period of fourteen days, the second one involves the comparison of work of sport journalists in a countrywide daily and regional daily. A content analysis of the sport pages enabled a comparison of dailies among themselves in categories such as number and structure of units, gender of all the units, photos and newspaper's front page, dependence the unit on its time categorization, source of the units, representation of each sport, the sport level of sport represented in units, the structure of sponsors, who are connected with units and so on. This content analysis together with the other theoretical parts of thesis gives an informational background for the qualitative analysis of the variance at sport journalist work in each daily mentioned above. Research has shown that their work is different in many aspects, not only in the area of media routines, prestige, salary, membership in the departmental organizations, but in the relationship with their readers as well. Apparently working in regional journalism has its specifics and they are present at sport journalist work as well.