

Abstract

Diploma thesis *Comparative analysis of two competitive printed supplements Pátek Lidových novin and Ego!* deals with comparing the printed journal supplements of two competing publishers. In the theoretical part, the thesis focuses on the characteristics of newspaper supplements, introduces them into a wider framework of periodical press production – outlines the development of periodical press in the Czech Republic after 1989 to the present and with it the process of the ownership of these media. It presents the magazines within the competing publishers. The thesis explores the use of language in media messages and introduces the main language concepts present in contemporary media texts. The theoretical part also presents basic concepts, which are then used within the analytical part of the thesis. Here are described the selected research methods and their combinations. There are described the samples of researched messages in the practical part – first quantitative and then qualitative way. The results are commented under the analysis process and serve to answer the main question of the whole work – based on the results of both analysis, a comparison of two magazines for a given period is presented.