

Four main information's sources have been compared in the framework of this thesis. They all originate from the territory of "Vysočina" locality. These are three local newspapers of different range and comprehensive content based on work of the regional authority.

All monitored sources have been made under the direct influence of one common milieu. In which they were at the same time focused as a final commodity. It is possible to expect them paying attention to the same agenda and seeing the agenda from a similar view point.

They have been predetermined to behave so, because of their thematic focusing at a geographical limited area and a specific group of recipients.