

## **Abstract**

The aim of this thesis *Differences between Czech automotive printed and online media (based on magazine Svět motorů and server Auto.cz)* is to find and describe the differences between online and print automotive media. The thesis defines the basic concepts which are characteristic for the issue, dissertates about the history of both titles and about their current market position and summarizes the findings of media experts about differences between online and print media. The focus of the work is content analysis, comparing the monitored titles. Based on this comparison, the work seeks to identify differences between the observed titles in practice.