

Diploma thesis “Comparison analyses of national newspaper supplements Salon, Kavarna and Orientace” analyses supplements of national, daily released newspapers: Pravo (Salon), Mlada fronta DNES (Kavarna) and Lidove noviny (Orientace). Essential methods used in this work are quantitative analysis, applied to specified months during years 2006-2008, and chronological analysis of chosen issues during years 1998, 1999, 2000 and 2005. Based on them, various evaluations of supplement main characteristics, specific features and differences were observed. Most important characteristics investigated in the work are: supplement content and graphic conception, placement within the carrying newspaper, structure of published literature forms, themes and sub-themes. There can be also found summary of each supplement history, list of its typical authors and internet version description. Author of this thesis also introduced related overview of Czech literary and cultural magazines (Literarni noviny, Host, Divoke vino, Revolver Revue, Tvar nebo A2) and briefly stated profiles of main national newspapers. To gain supplement readers characteristics, approximate sociological questionnaire was processed among university students.