

The diploma thesis *The Graphic Style of Tabloids – The Visual Presentation of Tabloid Information in the Printed Media* focuses on analyzing the graphic design of tabloid newspapers in eight European countries: the Czech Republic, Slovakia, Germany, Austria, the United Kingdom, Sweden, Finland, and Denmark. The aim of the study is to identify the most commonly used forms of visual presentation of tabloid information in these countries and to determine the key characteristics that differentiate the graphic design of tabloid newspapers among the individual states. The research employs a qualitative comparative research method, with the sample consisting of tabloid newspapers from each analyzed country. The theoretical part summarizes the fundamentals of typography and color theory, alongside the results of an eye-tracking study and information about newspaper dimensions. These pieces of information are then utilized in the second part of the study, where newspapers from the research sample are analyzed and compared among different typological groups. Special attention is given to the graphic design of articles, front pages, and logos of the respective newspapers. The findings of this thesis provide valuable insights into the visual presentation of tabloid information in print media and can be used as a foundation for further research in the field of newspaper design.