

The diploma thesis „Tabloidization of Czech Television News from 1998 to 2008“ focuses on the phenomenon of tabloidization and the question of whether and how it has manifested itself in the Czech news, in this stance three main Czech television news broadcasts and for a comparison two Czech dailies. The thesis' theoretical part tries to introduce tabloidization and basic attitudes towards it, the research part than uses the content analysis to find elements identified as features of tabloidization. The findings of the analysis are compared within the contemporary context and situation in the final part of the thesis.