

Diploma thesis „Tabloidization of the Czech Daily Press – Changes between 1995 - 2010” deals with continuous process of changes in Czech daily press. The study focuses on national Czech dailies both quality press and tabloid during the period of 1995 to 2010. It tries to explain different aspects that have brought the changes. The goal of this study is to show the tabloidization characteristics with the defined indicators in the quantitative analysis. Based on analysed data it can be concluded that not all dailies chosen show all features of tabloidization. The results of this investigation also indicated that the Czech dailies mostly tend to increase the number of local news and decrease the number of political news.