

## **Abstract**

The title page is clearly the main representative of the print media, which often determines their success or failure. An even greater justification for the tabloid newspapers whose everyday existence depends on nonabonent readers. A typical representative of tabloid domestic news is Aha!, which creates his main communicator with no real functioning of the theoretical model. This does not mean that it does not work with repetitive characters or signs in this work to clearly identify key elements for creating and thus the theoretical framework that can be used in practice. To this will serve as an analysis relating to the actual Aha!, so comparisons with by the Lidove noviny and Hospodarske noviny. Researched topic will also be given one of the topical issues related images and text.