

Media are the basic element of modern pop-culture . They interact people's opinions. The subject of this thesis is the actual perspective of medial communication, concretely the creating of stars in czech tabloids. With regards to a big number of copies of czech tabloids, it is important to put mind to this part of journalism. In the initial part is defined the star as a famous person in the economical, sociological or psychological view. The reasons of adoration od stars are here mentioned. Second part is the product of investigation of medial texts about stars. These texts are analysed from parol and non-parol point of view. The cognitive analysis of whe word sex-bomb is also included. The images of two concrete czech stars in tabloids were monitored in the period of 2008-2009. This analysis construct the practical part of this thesis. The thesis also includes an interview with an editor of internet tabloid journal.