

The Diploma thesis „The beginnings of popular press in Czech countries“ deals with the start of tabloid press in our land. The thesis monitors both the beginning and the main characteristics of the popular press. It tries to characterize tabloid press as such, its development in countries which influenced progress of journalism in our country and also the progress infiltration of these kinds of newspapers to ordinary lives. At the background of the past periods the thesis tries to point out the conditions the Czech tabloid press was formed from, to point out its predecessors and the way its development took. The thesis also includes the contemporaries' reactions of that kind of press. Through the typical characteristics of current tabloid papers, it shows the characteristics of the past sensational newspapers. The thesis also works with the development of the word the tabloid press and the history of its usage in the Czech language, with the history of street selling, with the development of Czech national awareness and with the progress of Czech journalism, especially tabloid one. To characterize it, we used both the quantitative method and the information from studies of the popular press in the world. With an analysis of newspapers of that time we have described the main distinctions between serious and non serious press while working with its content, organization and graphical layout. The thesis offers a comprehensive view of the end of 19th century when the first periodical tabloid newspaper in Czech lands was published it also describes its main characteristic and orientation.