Abstract:

The thesis is based on the content analysis of new websites in terms of tabloid. Later it shows, that this phenomenon is a very delicate issue, especially in terms of the definition and identification of the key indicators of tabloiding or popularization. In the thesis I especially want to develop discussion about (not) comprehension tabloid tendencies. How do news sites appeal to readers? How does their approach differ? How do they evolve? And which direction to take in the future ? I tried to find the answer to these questions. I could not neglect print media, which arose due to their electronic form. To get more familiar with this issue, I interviewed editors of news sites, which revealed, inter ali, their relationship and approach to tabloids.

Keywords:

News websites, bulvarization, popularization, internet