

This diploma thesis deals with the British Sunday tabloid paper News of the World. By using the method of historical analysis it covers all its history from its foundation to its closure. The aim of this thesis is to put the newspaper's beginning, growth and end into the context of its era. The first chapters describe the rise of periodical press in Great Britain and in connection with that the social situation and technological progress in print. The chapters also deal with the first stage of development of News of the World, that is, when it was owned by the Carr family. On the grounds of socio-economic and political situation the chapters discover which factors added to the massive growth of circulation and big popularity of this Sunday paper. The second half of this thesis covers the development of the newspaper under the ownership of Rupert Murdoch, starting with the battle over its buy out against Robert Maxwell. The thesis analyses changes Murdoch implemented and brings examples of scandals and controversies this newspaper had throughout all its history. The last chapter addresses the phone-hacking scandal which led to the paper's closure after 168 years and its consequences to Murdoch's media empire News Corporation, as well as to the British newspapers market and its self-regulatory principles.