

This paper focuses on the medial image of the Czech pop music composer Karel Svoboda's death. It aims at comparing how this event was reported the so-called serious-minded newspapers and tabloids and finding out if the reporting was compatible with the newspapers' profile. The daily Mlada Fronta DNES was chosen as the representative of a serious-minded newspaper, and Blesk as the representative of tabloids. The composer's suicide filled pages of the newspapers weeks after his death. Karel Svoboda committed suicide in January 2007, thus the whole year is analysed. However, the period of three months after Svoboda's death is analysed in the most detail. Due to an intense medial attention, high popularity of Karel Svoboda, and the case of stolen pictures from the suicide scene, media are referring about the event to-date. Event though the period from the early 2008 to the present day (March 31st, 2014) is not particularly important, is also paid attention, albeit marginally. Only print versions of the newspapers are analysed (not internet versions.) Quantitative approach deals with the frequency of reporting of Karel Svoboda's death, qualitative approach pays attention to using language means, particular expressions, and mutual difference of the newspapers. Furthermore, rate of relevance, way of reporting, and rate of emotionalisation is analysed.