

The thesis “Position of the tabloid press in Switzerland on the example of Blick” deals with the position of tabloid press in general as well as with its development in Switzerland. There is a characteristic of the tabloid press and the necessary economical and social circumstances. The tabloid press is described from the point of view of its signs, form and the way it communicates with the audience. The thesis also describes the history and natural conditions of Switzerland that determinate the development of the press. Switzerland is the country with four official languages that might be regarded as an obstruction to the print media (for example Italian is spoken only by 6.5% of the total 7.785.000 population) on the other hand there is a potential of specialized audience and therefore custom made titles. The third chapter deals with the history of tabloid press in Switzerland on the example of the publishing house Ringier. The tabloid daily Blick has been a part of its portfolio since 1959 (circulation 214.880, audience according to Ringier 628.000). Ringier is one of the most powerful players on the media scene of Switzerland. The last chapter describes the general trend of the change of media towards tabloid type, the trend is supported by the Swiss media quality research done at Universität Zürich.