

Abstract

The Master thesis *Specifics of the tabloid Neue Kronen Zeitung and its position in the Austrian media market. Comparison of the most read Austrian and Czech daily newspapers* tries to analyse the unusually strong position of the Austrian tabloid daily Neue Kronen Zeitung in the Austrian print media market and at the same time attempts to compare the Neue Kronen Zeitung with the Czech tabloid daily newspaper Blesk in detail. The first part of the thesis is mainly devoted to the daily newspaper Neue Kronen Zeitung, to its history and to the characteristics of the Austrian print media market. The theoretical part defines the most important aspects of the tabloid press. With regard to these aspects the Neue Kronen Zeitung is thoroughly analysed in the following part of the thesis, especially in terms of its layout, content, language, form and the way it addresses its readers. In conclusion, a comparison of the Austrian most read daily newspaper Neue Kronen Zeitung and the Czech most read daily newspaper Blesk is carried out. The cornerstone of the comparison is the realization of a content analysis which focuses on the political and foreign coverage of both newspapers. This content analysis should contribute to confirmation or disproof of the hypothesis that the characteristics of political and foreign coverage in the Austrian daily newspaper Neue Kronen Zeitung are significantly different from the characteristics of political and foreign coverage in the Czech daily newspaper Blesk.