

Abstract

Diploma thesis titled “*The Tyden magazine between 1994-2012 in the context of the media tabloidisation*” deals with the topic of mass media tabloidisation. This phenomenon is further studied on the example of The Tyden magazine. Thesis is divided into two parts. The theoretical part is focused on infotainment and tabloidisation in the context of mass communication and mass media. This part also deals with the topic of Czech market of periodical press. The subject of the practical part is The Tyden magazine and its changes connected to the topic of tabloidisation. The first part is devoted to the presentation of the selected title. The second part deals with the research, which is focused on the characters of tabloidisation and the trend of gradual tabloidisation.