

Abstract

The tabloidization of the news is a term used more and more frequently when discussing the general decline of standards in media. And also when talking about the focus on the entertaining side of events or focus on rather simple topics in the news. The goal of the diploma thesis “Tabloidization of Czech television news in the context of its official changes“ is to critically reflect the news produced by the Czech television considering the tabloidisation. It is particularly focused on the official changes from the years 2007 and 2012 and it compares the periods before and after the changes to determine what kind of effect they had on the tabloidization indicating elements. These elements are defined in the theoretical part of the diploma thesis which is mainly based on the foreign literature and which is looking closer on the different definitions of tabloidization and methods that are being used when trying to uncover the tabloidization in media content. Then, the essence of public service media is introduced, followed as well by the presentation of the Czech television as an institution. Also, the possible effects of tabloidization on the audience are discussed, considering its influence on the society as a whole. The attention is being paid to particular research questions and variables in the part describing the operationalization as well. In the end the results of quantitative analysis are presented, showing that we can actually observe higher level of tabloidization in the news after the above-mentioned changes.