

Abstract

This thesis describes the beginnings of tabloid dairies in Czech countries. In addition to the overall analysis of the monitored titles, thesis offers a comprehensive look at the issue of tabloid newspapers, its characteristics and its inclusion to the popular culture.

The research period is from 1879 to 1939. Thesis describes the socio-cultural character studied period, which led to the formation of the first tabloid newspaper. We compare the development of Czech tabloid dairies with the development of those newspapers in Germany, Austria, Great Britain, France and the USA. We compare the tabloid also with serious contemporary newspapers. Results of this work is the periodization of Tabloid paper at the Czech territory, its character, the mutual differences and character of its readers.