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Media, Journalism and Tabloidisation One more story about good and evil

Abstract: The current debates and studies on the subject of media have as its inevitably part the issue of media tabloids and tabloidisation as a phenomenon which is, in the simplest manner, interpreted as a consequence of a specific mode of the media work and a result of the content that they create. The fact that this phenomenon often leads to the contempt of the basic principles of the so-called quality journalism and frequently violates basic norms of decency and law, however, often obscures our possibility to look at the real causes and try to focus its potential in to a positive direction. Demon of tabloids and everyday efforts to conceal other defects through wrong generalizations and reductionism does not allow us to see the full picture and analyze it in the right way. If we want to do so, we have to try to dive into the core of the current media philosophy. The result could mean a chance to detect hot spots of the media processes and numerous misconceptions that are visible in today's media struggle with a different challenges. On the other hand, it also may indicate the possibility to use its positive aspects, turnover the course and put it into a service of a more effective struggle with these challenges.

The subject of this paper, therefore, is to review and analyze the different theoretical assessment and insights into practice of the tabloids, with desire to observe in detail their work and the dominant media philosophy today. Starting from the idea that we are witnessing a new evolutionary stage in the development of media, one that must be directed in the right way, we will try to identify the true causes of the negatives that follow the work of certain media and to see the possibility of a different use of some aspects of the some media strategies and and their functioning in general. The main thesis, one that is at the center of such intention, is that most of the current process should not be treated negatively in advance, because their effects do depend of the media actors and therefore may have different effects, if they understand and use them in the right way.

Key words: *tabloids, quality journalism, media management*