Abstract
Gossip Magazines(1) are starting a new stage in which aspects such as the subjects, the journalistic styles, the language, the sources of information and the journalists' attitudes with which this style of journalism was totally identified in the beginning, are now being questioned. This Gossip Magazines new faces, famous people without any special reason for being considered so are monopolizing all the T.V. programs in which morbidity, sensationalism and private life are the only keys for success. If the journalistic information is considered a specialization on theme, Gossip Magazines are only specialized in holding the attention of the audience, especially women at first, but very varied now. To situate the yellow press in the society columns, within specialized sections, to analyse the way information is treated as well as to identify possible intruders in the modern yellow press are the main targets of this article.

Keywords
Yellow Press/TV/Audience/Society.