Abstract

In this paper, I deal with the issue of press conferences after matches of 1st soccer league. My goal is in the first place to describe press conferences as a part of public relations and as one of main and most important categories of respondents interacting with journalists. In the first part of my master thesis I examine sports journalism and its specifics and differences against other fields of this profession. For research itself I used techniques of observation and questioning, but mainly I worked with the data gained during interviews and information obtained by myself, as an involved observer. During my observation I have visited 14 press conferences throughout one season of 1st soccer league in total that took place all around Czech Republic. The goals of researching these events were its course, specifically how long the events were and in which environment, but also what are the rules for its organisation and how those rules are complied. Another subject of my research was a position of a spokespersons and work of journalists, whose job is to question. I was also interested in a manner of questioning and topics of questions in this area. Among main conclusions of my thesis there is significantly larger focus of media on the three biggest Czech soccer teams which are Slavia Prague, Sparta Prague and Viktoria Pilsen that was reflected on press conferences. A noteworthy interest was shown not only by higher presence of journalists and their questions, but also by higher professionalism of spokesmen and journalists on press conferences of these three teams. Among others of my conclusions I have spotted more interest in teams playing on home stadiums and better professionalism in teams nearer to Prague, which is a seat of central newsrooms of large media.