

This thesis deals with analysis of the media image of five Czech hockey players Patrik Elias, Martin Havlat, Milan Hejduk, Jiri Hudler and Tomas Kaberle during their active career (1996 – 2017) in National Hockey League (NHL).

The qualitative method analyzes texts from six Czech newspapers (Blesk, Hospodarske noviny, Lidove noviny, Mlada fronta DNES, Pravo and Sport). Thesis analyzes every twentieth article about Patrik Elias whose headline contained his surname. For the remaining hockey players the thesis analyzes every tenth article due to fewer texts.

The thesis use for analysis the theory of news values, specifically the categorization of Alastair Hetherington and works with concepts of heroism, fallen heroes and celebritization.

The results of the analysis describe the development of the media image of Czech hockey players, how the Czech dailies worked with events that contained given news values, how and what media image they formed. It also compares individual media images and the approach of the newspapers themselves. In conclusion, it also offers a new categorization of news values solely for the sport media area.