

Annotation

The submitted diploma thesis deals with presentations of figure skating at Winter Olympic Games from the 1990s to the 2014 Winter Olympic Games in Sochi in two selected daily newspapers, and with ways in which the presentation of figure skating has changed within the analysed period. The first chapter presents sports journalism, its history and famous personalities, its text types and typical language, and characteristic features of a sport journalist. The second chapter presents the connection of sports and media, the concepts of agenda-setting, agenda-building and intermedia agenda, tabloidization and commercialization and ways in which news services work. The third chapter presents figure skating and figure skating events at the analysed Winter Olympic Games. The analysed media and changing paradigms of the media landscape are presented in the fourth chapter. The methodological basis used for the analyses is described in the fifth chapter. The sixth chapter presents the results of the quantitative and qualitative analysis of the newspaper articles. Furthermore, the interviews with two personalities of the Czech figure skating are analysed qualitatively. The results of the quantitative analysis of the articles and the qualitative analysis of the interviews are compared.

Keywords

figure skating, figure skaters, Winter Olympic Games, fairness, judging system, scandal, sports journalism, quantitative analysis, qualitative analysis

Title

Medialization of Figure Skating during Events of Winter Olympic Games since the 1990s