

Annotation

The topic of this thesis is a comparison of the portrayal of the double gold medalist, Ester Ledecka, by the media Branky, body, vteřiny (Goals, points, seconds) and Sportovní noviny (Sports news) during the PyeongChang 2018 Winter Olympic Games. The selected programmes are flagship relays of the channels Česká televize and TV Nova, respectively. This thesis analyzes reportages concerning Ester Ledecka in the period one week before, during, and one week after the Games, i.e. from 3 February 2018 until 3 March 2018. The paper has two main parts: theoretical and practical. The first section deals with both public and private media outlets, presents the historical context of the founding of the sports edition of the then Czechoslovak Television, and discusses the theoretical concepts commonly used for the study of media content. Qualitative and quantitative analyses of the selected reportages then constitute the second part of this paper.

The total amount of reportages on Ester Ledecka and their average footage are derived by quantitative analysis. What follows is a research establishing which pieces are sports-related and which cover different aspects of the athlete's life. The qualitative analysis is then focused on the content of the individual reportages, examining which topics were being associated with Ester Ledecka and the style of their coverage.