

## **Abstract**

The master thesis is focusing on media image of Emil Zátopek using the method of qualitative content analysis. Five periods of time, each of them six months long and sixteen years apart, are examined. These periods of time are represented by the years 1952, 1968, 1984, 2000, 2016 in which the Summer Olympic Games were held. As a representative sample of the printed media during the time of communist hegemony in Czechoslovakia Rudé právo, Mladá fronta and Československý sport that has been thematically involved (there has been no analysis for this one during the year 1952 since the first print was published in 1953) were chosen. The printed media after the revolution time are represented by Právo, Mladá fronta Dnes and Sport. The thesis brings the answers to the main research question how the media image of the most successful Czechoslovak runner was developed in the context of political and that time contemporary situation and it also explains the other questions that are focused on the causes of this possible change and the difference between the presentation of mass media during the communist and later also democratic regime. The features and concepts of media image construct as well as social situation in the country, history of the chosen media and media function in the given periods of time are also researched due to the mass media examination. The thesis also offers information about the national sport, the activities of the Olympic Committee and the specific Summer Olympic Games.