

Abstract

After many attempts to create a traditional ice hockey competition among the best European teams, club leaders and shareholders created the Champions Hockey League (CHL) in 2014. Since the very beginning of the competition, the CHL has not only evoked positive reactions, but also controversies. One of the critical points in its history was when several clubs refused to play in the league due to financial losses. Despite several affairs, in which also the Czech teams were engaged, the CHL still exists, offering attractive cash rewards to the participants as well as winners. The greatest satisfaction from the Czech point of view was in 2017, when Sparta Prague participated in the finals. This diploma thesis examines the media reflection of CHL on news websites iDNES.cz, iSport.cz and Sport.cz between the first season of 2014-15 and the 2017-18 season. It shows how the reputation of the league has been changing in Czech media through the years, comparing successful season of Sparta Prague with other periods of research. The result is that even after the appearance of Sparta in the finals in 2017, the players still consider the Champions League as a preseason tournament, as well as media keep referring about its long-term problems.