

Annotation

The bachelor thesis called *Analysis of the work of hosts, commentators, reporters and experts during sports broadcasts in the Czech Republic and the USA* focuses on the analysis of the structure, capabilities and quality of specific sports broadcasts in the Czech Republic and the United States. It focuses on the evaluation of broadcasts from the 2018 FIFA World Cup on Czech TV and American FOX Sports and the final matches of the Czech and American top American football competitions on the same stations, the so-called Czech Bowl and the famous Super Bowl. This selection allows several ways to compare individual broadcasts. First, it offers a comparison of the approach of both TV stations to the same sporting event in the form of a World Cup. It also provides an insight into the difference between the size of the largest American football match in the Czech Republic and the famous Super Bowl and their television coverage. It is also interesting to compare broadcasts of different sports on the same TV station, while in the Czech Republic it is the mainstream football and not-so-popular American football, whereas in the USA the situation is exactly the opposite. It is also possible to evaluate different approaches in communication towards the audience during broadcasts. The key part is the analysis of the work of specific characters of sports broadcasts in terms of spoken expression, visual expression, expertise, context or the agenda setting. The thesis also contains pictorial appendices for illustrative view on the analyzed phenomena. It is supplemented by five interviews with direct participants in the described broadcasts.