

Abstract

The diploma thesis titled *Gender aspects in communication of sport events: Case study of medialization of the Gabriela Koukaová's and Jaromír Jágr's absence from the XXIII. Olympic Winter Games* is focused on communication aspects of the Czech biathlete Gabriela Koukalová and hockey player Jaromír Jágr in relation to their gender. The theoretical frame which introduces the reader to the concept of gender itself and the characteristics of the Czech society and local sporting environment is followed by the practical part composed by analysis of the two concrete cases. The poststructural qualitative discursive analysis has been chosen as an analytical tool. By using such tool the author analyses the proclaims by the sportsman and sportswoman precisely on the social media, the reaction of the public to these statements and the overall mediatization in chosen media. The complex case study conclusion summarizes identified trends which are present throughout the analyzed data. Some of the defined trends might in the context of the Czech environment be strengthening the observed patriarchal social system.