

Annotation

Czech football players František Rajtoral, David Bystroň, Pavel Pergl and hockey player Adam Svoboda have all lost their lives in time period between years 2017 a 2019. All of the mentioned deaths were caused by suicide. Death and suicide discourses are both very sensitive topics in media, although they are quite common. There are not even much handbooks or manuals how to cover these incidents properly. Ethical and moral codex plays a much bigger role here because of sensitive perception of death and suicide in society. Media still try to be more popular than their rivals, thus they turn to tabloidization even in reports about deaths of athletes. These incidents meet usual news values as negativity, surprise and relationship to elite people, so they are usually very popular. Responsible journalism and cautiousness are necessary in these cases, otherwise there is a risk of misinterpretation of reality between media consumers and also have negative impact on people suffering from suicidal tendencies. Research of this essay focuses on analyzing the articles about mentioned sportsmen, which should reveal problematic aspects of professional news reporting about these kinds of events.