

Abstract

Bachelor thesis *Media Image of Football Club SK Slavia Praha at the Close of 2013/14 and 2018/19 Seasons in Selected Media* looks into the media content of Mladá fronta DNES, Právo, and Sport altogether with Nedělní Sport. Among the three selected newspapers are two broadsheet papers and one that specializes in the sport.

The research is conducted on two periods in 2014 and in 2019. In the first one, Slavia Praha successfully attempted to avoid relegation from the Czech top division, in the second one the club dominated domestic football, winning both league and cup trophies. The thesis tries to confirm or to disprove the hypothesis, that the improvement of the club's performances corresponded with the increase of published media content concerning the club.

In the theoretical part of the thesis, the past and the present of sports journalists are described. Also, SK Slavia Praha is introduced.

The content analysis examines the media content of selected newspapers and strives to find similarities and differences between the media products in the particular years and the particular newspapers.