

Abstract

The bachelor thesis „*The comparison of the two biggest football transfers from the Czech league in Deník Sport and MF Dnes*“ deals with the departures of Tomáš Rosický from Sparta Prague to Borussia Dortmund in 2001 and Tomáš Souček from Slavia Prague to West Ham United in 2020. It studies the transformation of sports journalism in the Czech press between the two monitored periods, based on their example. Specifically, it focuses on articles from Sport and MF DNES, published two weeks before the official transfer announcements and two weeks after. The thesis is divided into three parts. The theoretical part deals with the topic of sports journalism, its origin and development, position in society and the current situation in the printed media. The knowledge is based mainly on professional literature. It also focuses on the phenomenon of football transfers, which are an integral part of the sports world, and describes the circumstances of the departures of Rosický and Souček from the Czech league abroad. The second part sets the goal of the thesis. There is also a presentation of selected media and research methods determination. In the practical part, using quantitative content analysis, it examines how each of the periodicals informed about both events. Emphasis is placed on the number of published articles, their length, genre and thematic focus. It tries to support the results through graphs. The conclusion of the thesis is a comparison of Sport and MF DNES in the monitored periods and an indication of the development of sports journalism in the Czech press.