

Abstract

The bachelor's thesis „*Silver legacy of EURO 1996 during the following European Football Championships*” deals with informing how selected Czech dailies reported on the 1996 European Football Championship during the following five European football championships. In selected tournaments, the text follows the frequency, and which iconic moments and personalities were most referred to in connection with the 1996 European Championship. The work is divided into three parts. The theoretical first describes the relationship between sport and the media, which is important for the correct understand of the bachelor's thesis. Further, the introductory part deals with aspects of how sports success is displayed, which is in fact the subject of research in the bachelor's thesis. In the next phase, he describes the history of European football championships. This context is also suitable for understanding a successful sporting event in a broader context. The second part of the thesis describes the definition of research and the methods used, then the introduction of the researched periodicals and the coding book itself with selected analytical variables. In its own analytical part, using quantitative analysis, the text presents the amount in which the 1996 European Championships were referred to during the period under study of the following European Championships (three days before to three days after each tournament). Then, using a qualitative method, the text analyses how often the selected aspects appear in the contributions.