

Bachelor's thesis *Media image "silvery" European Football Championship 1996 in the Czech republic period press* is showed, how period press media is written about the European Championship 1996, and anyway proceeding was increased area which single of the periodical the whole competition, The Czech National Team and mainly profess it's a journey of the competition. The goal of thesis is found out with using statistics how the interest increased the press upon the competition. The most indicator were numbers of the published articles and pictures in the reporting period. That is determined from 2. May 1996 to 9. June 1996. In addition to these quantitative indicators, the work uses a qualitative analysis to get acquainted with the content of published articles. For analysis were chosen the three domestic aged periodicals in these bachelor's thesis. Two ordinary titles represent the dailies *Mladá fronta Dnes* and *Právo*. The daily *Sport* is third which was in the reporting period only clearly sportingly focused periodic. The last chapter is professed reality that the footballers may become national celebrity based on success.