

Abstract

The aim of this diploma thesis is to analyze the media coverage of Rytiri Kladno ice hockey club during two extraleague qualifications. The qualitative research is based on concepts of framing and news values. The sample contains four online news websites in two seasons. Three of these websites are parts of large media houses, one of them is focused solely on ice hockey. The aim of this thesis is to describe, how media outputs related to Rytiri Kladno were framed. The frames are described in analytical part, that is concluded with summarization of its findings. Conclusion summarizes the framing analysis results and compares the findings with current academic knowledge of framing and sports journalism in general.