

Abstract

The aim of the bachelor essay “Media image of the FIS Nordic World Ski Championship in Liberec; the analysis of the regional newspaper “Liberecký deník”, is to uncover the WSC 2009 image created by the journal. The primary examined question is whether the journal represents holding the WSC 2009 as beneficial to Liberec and the region.

There has been analysed all the articles publicated during the key time periods in the WSC 2009 preparation that dealt with the WSC 2009 theme, events and people connected to this subject.

Attention has been given especially to the space the journal provided to this subject, its development in time, also the articles’ location, representation of the individual themes, and participants and the order of their importance, and furthermore the rating appearing in the articles.

Also the information on the actors’ privacy has been watched, whether the journal popularized the theme or not.

In the first part of the essay are defined the media conceptions connected to the studied subject - the construction of the social reality, agenda setting, gatekeeping, and the news values.