

Abstract

This diploma thesis focuses on women in their roles of sportcasters, namely in the view of master's degree journalism students and the students at sport faculties at Charles University, Palacký University and Masaryk University (i.e. prospective generation of sport specialists and journalists).

The theoretical part gives insight into commenting live sport broadcasting and its brief history. Beside that, it also throws light on the issue of gender and position of women in Czech sport editorial offices. Additionally, there is a part dealing with female sport presenters Vicki Sparks and Claudia Neumann, who became pioneers at commenting major sport events.

In the analytical part, the author processed data received through questionnaire survey. She described not only the future sport specialists' and journalists' view of specific work of female sportcasters, but also prospective differences between men and women presenters in sports editorial journalistic departments. A beneficial part of the analysis is a personal experience of two women respondents who gave personal replies in the questionnaires regarding actual work in the sport newsroom.