

## **Abstract**

The thesis focuses on the research event, the World Para Ice Hockey Championships, which took place in 2019 in Ostrava, and on its media representation in online news media (Aktuálně.cz, iDnes.cz, Deník.cz and iSport.cz), in live broadcasts of ČT sport and in the TV reportage Machři from the 168 hodin TV programme. The basic theoretical concept of the thesis is the media representation of reality and the semiotic perception of the construction of reality on the general level and on the level of sport discourse and the discourse of sport of athletes with disabilities. The thesis also briefly discusses the context of sport of athletes with disabilities and para ice hockey in the Czech Republic.

The qualitative research method is a semiotic analysis based primarily on the semiotics of Roland Barthes. The main research question asks what was the media image of the Czech para ice hockey team during the aforementioned event, and is answered through subsidiary research questions that focus on the media image of spectator attendance, on narrativisation and narratives, that the media told in relation to the championship, on modern myths, on the semiotic construction of stereotypes, their reinforcement, breaking down or creation, and on the difference in these media constructions between written and audiovisual media. The analytical part of the thesis describes the ways of creating media reality in the mentioned areas. The summary of the analysis presents the main findings of the research.