

Abstract

The graduation theses „Changes of daily Sport through 1999-2006“ treats of changes, which this only published sport newspapers in the Czech republic, had to go through after it became the part of the Ringier publishing company in 2002 (till 2002 the publisher of the magazine Sport was the Czechoslovakian sport company). Ringier publishing, which also publishes the tabloid newspapers Blesk, has completely changed the concept of the Sport, graphics and even the personal constitution of the editor's office. Zbyšek Pechr, the exvice general editor of the tabloid newspapers, has become the general editor. Since 2002 you can see elements of infotainment, which means transparency between the informational and entertainment functions. This graduation thesis also covers the position of the Sport compare to other competitors on the czech media market, the internet version of the Sport, the Sunday Sport papers and the Friday Magazine.