

## **Abstract**

The bachelor thesis *Media image of Peter Sagan in Czech and Slovak media during the Tour de France* deals with the coverage of Slovak cyclist Peter Sagan on the internet news servers *Sme.sk* and *iDnes.cz*. Peter Sagan is historically one of the most successful cyclists and has achieved great victories of his career at the Tour de France. The theoretical part of the thesis summarizes the development of sports journalism, outlines the phenomenon of fanhood, building national identity through sport and presents basic information about Peter Sagan and the Tour de France. Using quantitative content analysis, the practical part examines Sagan's media image during the 2017 edition, from which he was expelled after stage 4 under controversial circumstances, and 2019, during which he won one stage and won a record seventh green jersey for the winner of the points competition. The research examines Sagan's media coverage in selected media, whether it differs from each other and whether it changes under the influence of events. The practical part is complemented by interviews with journalists from selected media.