

This thesis deals with the misuse of the phenomenon of sport and athletes themselves for the purposes of Nazi propaganda. The thesis is introduced by the theoretical grounding of the phenomenon of sport in society, its political significance and the relationship between the media and sport. The term propaganda, its history and typology, and types of propaganda are also introduced. The chapter then turns to the topic of Nazi propaganda itself — the Nazi ideology, the foundations of Nazi propaganda and the means it employed, including its focus on sport and physical culture, are introduced. After a theoretical introduction, the thesis introduces personalities and events that are subjected to a qualitative content analysis in the contemporary media (Nazi, Sudeten German and Czechoslovak) and on whose example the manifestations of propaganda will be examined. The first of these personalities to be examined is the German boxer Max Schmeling, in the context of his victory in a fight with the dark-skinned American boxer Joe Louis in June 1936, which was a fitting confirmation of the theory of white supremacy for German propaganda. The second figure under examination is the dark-skinned American sprinter Jesse Owens, who became a symbol of the 1936 Summer Olympics in Berlin by winning four gold medals, thus significantly reversing the racial prejudices of Third Reich propaganda.