

## **Abstract**

The bachelor thesis "Celebrization of athletes in the media by the example of cross-country skier Kateřina Neumannová" focuses on the phenomenon of celebrities, especially sports celebrities and fallen sport heroes. It summarizes theoretical knowledge about celebrization, news myths, framing, and sports journalism as an important tool for the construction of sports stars. It looks for differences between important periods in Kateřina Neumannová's life, examining the 1998 Nagano Olympics, the 2002 Salt Lake City Olympics, after which she announced a maternity break, the 2006 Turin Olympics, where she won her only Olympic gold medal, and the 2009 Nordic Ski Championships in Liberec. The research, which was conducted through quantitative content analysis and in-depth semi-structured interview with Kateřina Neumannová, explores how the celebrity status of the female athlete has changed over time, what topics she has been associated with and what celebrization elements can be found in the texts under study. The research sample includes 862 articles.