

Abstract

The bachelor thesis „*Two Ballon d’Ors in Czech history and their reflection in contemporary press*“ deals with reporting about two Czech Ballon d’Or winners, Josef Masopust in 1962 and Pavel Nedved in 2003, by selected contemporary press. The compared press is thus separated by 41 years. The thesis follows six variables in both cases. Five of them focus on the text – the number of published texts, their length, whether the Ballon d’Or is the main topic, the origin of the respondents and the genre structure. One then examines photos, their number and size. The bachelor thesis is divided into three parts. The theoretical part deals with the relationship of sports and the media, the history of sports in the print media, the history of the Ballon d’or and the careers of both footballers. The analytical part, with the help of quantitative analysis, describes the changes in the investigated variables during the monitored periods, which is fourteen days after the announcement of the official results.