

Abstract

The main aim of the thesis is to analyse the portrayal of athletes during the Summer Olympic Games in Tokyo 2020 and Rio de Janeiro 2016 on two Czech news websites. In the theoretical part, the theoretical background, which is crucial for understanding the topic under study, is introduced. This includes, for example, the differences between public and tabloid sports media. Furthermore, the specific differences in the reporting of women and men in sport are presented, which has been greatly helped by the results of research already conducted. Last but not least, the history of women in international competitions, especially in the Olympic Games, was mapped. In the methodological section, the aim, sub-tasks and main research question of the thesis are described in more detail. It also outlines the research file and the method of data collection. The hypotheses and research question of the thesis are also elaborated, as well as the quantitative variables and qualitative indicators. In the analytical section, the results for the individual Olympic Games are already presented, showing, for example, that men athletes received more overall media coverage, in terms of number of media texts and length of media texts, than female athletes. At the same time, media coverage was balanced between Czech and non-Czech athletes. Canoeing was the most frequently covered sport for men and tennis for women. The number of indicators of gender stereotypes was recorded equally for both genders. It only varied between websites. Based on the analysis of the visual data, it emerged that the main theme of the cover photographs was the depiction of athletes during sport performance. At the end of the chapter, the results obtained were also summarized and commented upon.