

Abstract

The topic of this thesis is the Summer Olympic Games 1988 which were held in South Korean capital city, Söul. The purpose of this study is to find out how the local media presented the Olympics, based on chosen newspapers articles. This bachelor's thesis is divided into three parts. The first part is set to introduce the political situation in the Republic of Korea. The second part is dedicated to the Olympic Games as I will describe the circumstances of South Korea being the host city and preparations. The main part belongs to the introduction of South Korean media and their coverage of the Summer Olympic Games in Seoul.