

Abstract

Bachelor thesis *Non-sporting Topics on TV Studios of ČT sport and TV Nova during the FIFA World Cup Qatar 2022* deals with non-sporting topics in the pre-match studios of ČT sport and TV Nova during the FIFA World Cup Qatar 2022. The selected pair of media outlets represent the only owners of the broadcasting rights for the the FIFA World Cup Qatar 2022 in the Czech Republic. It is also a comparison of sport's broadcasting on public and commercial TV.

The research is conducted during the entire course of the football championship, that is all pre-match studios of both TV stations from 20th November to 18th December 2022. The theoretical part focuses on the position of sport and football in media. It also describes selected non-sporting topics from the history of sports journalism as well as the FIFA World Cup Qatar 2022.

The quantitative content analysis identifies and compares the total time spent debating non-sporting topics with the rest of the sports discussion. It also follows the incidence and frequency of non-sporting topics on ČT sport and TV Nova. The qualitative content analysis attempts to describe the process of these non-sporting discussions and tries to find similarities or differences in the way they are conducted.