

## **Abstract**

The diploma thesis entitled *Coverage of World Baseball Classic 2023 in the Czech media* focuses on the analysis of media coverage of the unofficial World Baseball Championship on the Czech stage. At this international tournament, for the first time in history, the Czech national team presented itself, which along with it brought a unique opportunity to bring an unexpanded sport closer to the wider public, something that the national team itself strove for. The thesis covers media content in television, internet and print media. All content during March 2023 is examined, covering the period before, during and after the championship. The thesis specifically analyzes the form and extent of broadcasts on the ČT Sport channel, which owned the television rights to the tournament, and compares the coverage of baseball on the two most watched Czech news programs on ČT1 and TV Nova. It also balances six selected relevant websites with a sports theme (iSport.cz, iDNES.cz, Sport.cz, SeznamZpravy.cz, Deník.cz a ČeskáTelevize.cz) against each other. Additionally, it examines the only Czech sports newspaper Deník Sport. The thesis is supplemented by an interview with a representative of its editors, who reported on the event directly from the venue.