

Abstract

Bachelor's thesis named „*Evolution of coverage of women's football in selected Czech media in years 2013 and 2023*” covers the transformation of coverage of women's football in chosen Czech media. The thesis uses quantitative content analysis to show how the increased popularity of women's football has an impact on the content of Czech media. Analysis compares not only the researched years, but also the chosen media depending on their specialization or carrier. The thesis works on the assumption that with the popularity of women's football also increased the number and types of contributions, the sports and online media will produce more contributions, but the print will offer more extending news.