

Abstract

Title (Thema works): Perception of Emil Zatopek's personality in the Czech press in the years 1998 – 2009

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Theses title: Biographical - sociological study of the personality of the Czech athlete Emil Zatopek.

Objective: Processing biography of the famous Czech athlete Emil Zatopek with the help of newspaper articles, literary sources and other documents; obtaining information through electronic archive of daily Mlada fronta DNES about how was Emil Zatopek described in the daily Mlada fronta DNES in the period from July 1998 to July 2009; with the help of inquiry investigation to determine the current perception of the selected sample of the Czech population about Emil Zatopek.

Methodology: The work was divided into several parts. The first part contains biographical report on life and sports career of Emil Zatopek. The second part contains a detailed and complete summary of all articles published between July 1998 and July 2009 that were written about Emil Zatopek. I chose the daily Mlada fronta DNES and its electronic archive of articles for its serious content. Statistically I processed the number of articles in a year, I categorized articles according to predetermined criteria. I used some method of processing historical documents obtained from the thesis Volf (2007) and Chocholová (2008) and sociological methodology by Sekot (2006).

The third part includes an opinion poll surveys and evaluation of the survey, with this survey I tried to find out what is the current view of the selected sample of the Czech Society on Emil Zatopek.

In the fourth part are captured memories of important personalities on Emil Zatopek immediately after his death.

Results of work: In the present thesis, I have managed to study available materials to assess, describe and map out the personality of Emil Zatopek. Using content analysis and then statistics I processed a total of 617 articles directly related to Emil Zatopek or articles in which Zátópek have been mentioned in various contexts during the last eleven years, ie. from July 1998 to July 2009. In the next section, I made an inquiry investigation to determine what is the perception of deliberately selected set of respondents of the person of Emil Zatopek. Inquiry ticket was given to a group of respondents, which consisted of four different groups. Total of 63 respondents were approached, and the amount of returned tickets was 100%. In one part of the thesis I developed a biographical report of Emil Zátópek. In the last part I worked with the reactions of important sports figures about the role of Emil Zatopek immediately after his death.

Key words: sociology, biographical studies, surveys, media coverage, athletics, Olympic Games, winner of the Olympic Games, Emil Zátópek, 10 000 m run, 5 000 m run, marathon