

Diploma thesis on "Problems of siding in the media on the example of football coverage on SK Slavia Praha and AC Sparta Praha in the newspaper Sport" is about a different newspaper coverage of the Sport of football teams Slavia and Sparta in the autumn part of the Gambrinus League in the period 2008/09. The hypothesis is that Sport biased to Slavia and reported unobjectively during the period. In that period, the Slavia was succesful and Sparta not and this fact might have been the reason of the differentiated coverage. This thesis presents the front pages of Sport, it's newspaper articles and framing of them as well as the classification of teams and their players by the editors in selected weeks from August to December 2008. Apart from the issue of objectivity, this thesis also marginally examines whether there also occurs a tabloidization in the examined articles.