

Abstract

Diploma thesis “Media as an Agent of National Self-Confidence: Analysis of the Victory of the Czechoslovak Ice Hockey Players at the 1947 World Championship“ deals with the reflection of the major sport event in the Czechoslovak media and how this reflection inspired the audience. The goal of this diploma thesis is to describe the dependence between the media coverage and the national self-confidence, which results from the national identity. Therefore, I focused on the chosen newspaper titles to analyze the content they produced during the 1947 Ice Hockey World Championship. I defined a hypothesis, based on observation and scholarly literature, that the media used the coverage to strengthen the national self-confidence and redefine the national identity. My second hypothesis was the idea, that this kind of coverage led to an active response among the audience. Before I started analyzing the three chosen titles (Lidova demokracie, Rude Pravo, Prace), I delivered complex structure of theoretical concepts, describing the influence media have towards the audience and also reasons why the members of the audience use media in their everyday life. I also focused on the historical and political context, as well as the media landscape that shaped the content of that time. I conducted the analysis and described the process of strengthening the national self-confidence as well as active response by the audience.