

This diploma thesis called The Picture of Presentation of Crosscountry Skiing in Mlada Fronta Dnes and Pravo is about how the picture of Crosscountry Skiing world championships changed in the period, which was the subject of research. (26th June 2007- till 31st March 2009). It concentrates on the main characters involved (e.g head of the organizing committee Kateřina Neumannová, the mayor of Liberec Jiří Kittner, the former head of the organizing committee Roman Kumpost) The main goal of this thesis is to offer the complete picture of an major action of global importance on Czech soil.