

Abstract

This bachelor thesis *Comparative analysis of the approach towards the Olympic victories of Emil Zátopek and Věra Čáslavská in the contemporary press* focuses on the comparison of different ways the press informed about the Olympic victories of two successful Czech athletes, Emil Zátopek and Věra Čáslavská, using analysis and comparison in articles of four contemporary daily newspapers regarding their victories and Olympic games in general.

Using these articles, the goal of the thesis is to prove that Olympic victories of Emil Zátopek were misused by the communist regime as a tool for propaganda, influencing the quality and objectivity of sports news. In 1960s, at a time when the regime strictness loosened, the hypothesis concludes that informing about the victories of Věra Čáslavská was significantly less influenced by the propaganda.

The observed period starts two weeks ahead of the start of the Olympics and ends one month after its end. The thesis analyses articles in *Rudé právo*, *Mladá fronta* and *Svobodné slovo*. In Věra Čáslavská's case, *Československý sport* is also included. The analysis is focused mainly on the actual content, mentioning also some of the published photographs.