

Abstract

The thesis „Comparative Analysis of Pictorial coverage of the Olympic games in London 2012 in chosen printed media and internet media“ deals with photographs published in MF DNES and on the Aktuálně.cz news server. The main focus is comparison of the photographs in the means of content, quantity and quality and to elucidate function of photo editors in media. In the first part the theoretical background necessary to understand this issue is presented - news values, gatekeeping, photography, photojournalism and mainly sport photography, photojournalism and ethics, difference between print and online media. The second part is the analysis. All the necessary information was gained using three approaches - quantitative content analysis, qualitative pictorial analysis and interviews with professionals. The quantitative analysis determines quantity and content of given photographs. The qualitative analysis refines the information regarding visual quality and content of the images. Interviews with employees of the selected media companies provide answers about choosing and editing the published photographs and explain the role of a gatekeeper. The thesis also verifies hypothesis that „online media prefer speed of publication over quality of photographs while printed newspapers prefer quality“.