

Abstract

Title: Media Image of the Kolocová - Sluková Beach Volleyball Team from the National Press within the Context of the 2012 Olympics.

Objectives: The main target of the thesis was to analyse media image of the beach volleyball team Kolocová – Sluková in the national press and the influence of the participation of the team in 2012 Summer Olympics in London on the media image in the national press.

Methods: The first used method in the thesis was interview with beach volleyball players Kristýna Kolocová and Markéta Sluková. For the thesis was used Content analysis of the articles of national press and their supplements and national magazines in the period from 1st April 2011 to 15th of August 2013. There was used the Quantitative research Omnibus in the thesis too, number of respondents was 1017.

Results: The thesis approved increase of the article frequency or media interest during and after participation of the team in the 2012 Olympic games, as well as character changes (size, themes etc.). Graphs and tables present the results of the analysis. Based on these results there are offered suggestions for the media communication of the team.

Keywords: Beach volleyball, media, media image, Olympic games, content analysis, omnibus, interview.