

Abstract

The bachelor thesis *Influence of Media on Czech Athletes before and during the Olympic Games in London 2012* examines the impact of selected Czech media on the successful Czech athletes including: world record holder Barbora Špotáková, European Vice-champion Denisa Rosolová, World Champions Vít zslav Veselý and Zuzana Hejnová. The main content and at the same time the aim of the thesis is to inspect whether the selected media activity had positive or negative impact to the athletes performance at 2012 Olympic Games in London. The thesis is divided into two parts – theoretical and analytic.

The theoretical part is based on two main assumptions. First, media can affect an individual's state of mind, and second, a psyche of an athlete can have an impact on his or her performance. The author explains general effects of the media and points out how they can influence a success of the athlete. In addition, it describes the importance of athlete's psyche during the competition. Afterwards, it introduces the selected athletes, the most important moments in their Olympic season, and also selected media with their sections, which are explored in the practical part of the thesis.

The practical part of the thesis is based on the news from public and commercial media. Therefore, for the purpose of this thesis, mentioned media were selected: a section of public Czech Television *Branky, body, vte iny* and a section of the most popular Czech commercial television *Televize NOVA Sportovnínoviny*, news from the most popular Czech sport tabloids *Sport*, and sport section of the second most popular broadsheet *Právo*.

The analytic part of the thesis is based on qualitative research method, specifically on qualitative text analysis and qualitative semi-structured interview. The qualitative text analysis examines a content of the selected media in the 5 weeks of the athletic season – two weeks before, during and after the 2012 Olympic Games in London – and inspects how they informed about the selected athletes. It is followed by the interview with the athletes, about the influence of media on their personality before, during and after the Olympic Games (13th July 2012 – 19th August 2012).

Finally, the conclusion of the thesis is a summary of how selected media informed about the athletes and how it influenced their performance at the 2012 Olympic Games in London.