

Abstract

The thesis "Media image of nine ice hockey world championships in the Czechoslovakia and the Czech Republic in the contemporary press" focuses on reporting on nine ice hockey world championships hosted by the Czechoslovakia and the Czech Republic in media. This is done by qualitative analysis of articles in the contemporary press in both specialized sports daily or weekly papers and general papers.

The goal of this thesis is to prove how the style of reporting changed since the first championship in 1933 through seven decades to the last one in 2004. Apart from analyzing the degree and target of critique and style of reporting, it also focuses on the influence of current political climate and propaganda in the period between world wars, after the World War II, 1968 Russian occupation and shortly after the Velvet revolution.

The reporting period was set at one month before the start of each tournament and two weeks after it's end. In case of 1933 and 1938 championships, the thesis analyzes the following papers: Rudé právo, České slovo, Národní politika. In later years: Československý sport, Mladá fronta, Rudé právo, Svobodné slovo (all daily), Stadión and Gól (both weekly). After the Velvet revolution: Sport, Právo, MF Dnes (all daily). The analysis focuses mostly on the content of the reporting.