

The subject of this thesis - Sports press in Czechoslovakia of late 1980's (published by Olympia publishing house) and its ownership transformation after 1989 - has never been focused on in detail so far. The primary objective of this work is then to describe the sports press published at Olympia, using a historic analysis method, to mention its brief history and its first issuing and to analyze the sports press publishing. The thesis is also focusing on editing activities of individual titles, i.e. the editorial staff financing and a global staff structure within editorial board of sports press.