

Abstract

Bachelor theses *Comparison of Olympic victories of Věra Čáslavská in contemporary press* is focused on analysis of newspaper articles concerning Olympic victories of Věra Čáslavská on the Olympic Games in Tokio in 1964 and in Mexico in 1968. Based on the analysis of these articles media image of these victories is compared in both of the monitored periods as well as in the monitored daily newspaper. Media image is also put into period context, observed is especially its use for political propaganda.

Among analysed newspaper belongs Rudé právo: Orgán Ústředního výboru Komunistické strany Československa, Lidová demokracie: Orgán Československé strany lidové and Mladá fronta: Deník mladých lidí. Monitored period was set on the week before and two weeks after Olympic Games. Analysis of articles contains their content as well as the language used.