

Abstract

The diploma thesis „Self-presentation of Czech Sportsmen on Social Networking Sites and its Usage in Mass Media“ deals with a new phenomenon of the few last years – social networking sites and their usage for the work of sports journalists in particular.

The thesis sums up the essential information about history and beginnings of the most important social networking sites. It also outlines the impact on the work of journalists.

The core of the thesis is an analysis of the process how the information from social networking sites make their way to the articles in media. This research is based on three major sporting events – the 2010 Winter Olympics in Vancouver, the 2012 Summer Olympics in London and the 2014 Winter Olympics in Sochi. It covers the production of two Czech daily newspaper – Mladá fronta DNES and daily Sport, the two printed media which provided the most comprehensive coverage of the Olympics.

The thesis analyses the change of the news sources in the course of the last years, among which the social networking sites play a much bigger role than in the past. It focuses on determining the prevailing source for the articles during the Olympics. The thesis also explores whether the proportion of using the different sources changed during the years. It traces the amount of articles using the information from social networkings sites and it analyses whether journalists deploy the information found on social networking sites more thoroughly.