

Abstract

This Bachelor's thesis aims to describe the media image of fans culture in Czech football stadiums in season 2013/2014. Many events happened in this particular season of Gambrinus League that then turned attention of media, the Czech Football Association and the general public to hooliganism.

Especially, it was the disturbance during the half-time break of Baník Ostrava vs Sparta Prague match. After the match, the Czech Football Association decided to follow safety standards strictly and told the referees to interrupt matches when vulgar chants or offensive banners appear. However, this attitude of the Czech Football Association made football fans even more angry and tension in the stands escalated. This brought three other significant affairs, which this paper includes – the Prague derby between Sparta and Slavia, Teplice vs Sparta match and the Česká pošta Cup Final.

The research is based on the observations from the following media: *Mladá fronta DNES*, the most read Czech broadsheet, and *Sport* – the only Czech daily newspaper focused solely on sport.