

## **Abstract**

Diploma thesis is capturing key aspects of transformation from sport events to media events. Theoretical part clarified concept of media events by Dayan and Katz and applied this theory on sport events. Idea of banal nationalism from Michael Billig as a force which sustain and reproduce national states was examined in next part. Last theoretical basis of thesis is consisting of mythological level of media content with focus on sociocultural phenomenons of modern age. Modern myths such as hero archetype are pointed out through sports news.

Research is based on facts resulting from theoretical part: banal nationalism and hero archetype are commonly used in coverage of sport events, especially international ones. Analysis of media coverage of Olympic games in London brings these categories for banal nationalism: war metaphores, ego trip, stereotype, national heroes, state symbols and linguistics means refering to deic center of nation: pronouns and familiar salutations. For hero archetype these categories are set: birth, danger, heroism, challenge, enemies, sacrifice and adoration.