

## **Abstract**

This bachelor's thesis discusses the media utilisation of social networks such as Facebook and Twitter during a top worldwide sporting event. The theoretical part deals with the new media family, then with Facebook and Twitter, their history and operating principles. Besides the methodology, it also presents the 2015 IIHF World Championship, being the main subject of the social media networking. The content analysis of the social networks posts had been chosen as the research method for this thesis. The objective is finding out how these three chosen Czech media – Česká televize, news server iDnes.cz and Deník Sport were using the two social networks to inform the public about the tournament progress. The second goal was to compare the account contents of the three media to the two Czech IIHF Organization Committee channels and find out about the mistakes the media made while posting on social networks. The shovelware phenomenon is analysed extensively as one of the most used negative elements.