

## **Abstract**

The subject of this diploma thesis is to map the media presentation development of handicapped sportsmen in years 1992-2012. The thesis focuses on sportsmen media impression in journals Právo (also Rudé právo) and Sport (also Československý sport). The objective of this analysis is to find out, whether the impression of handicapped sportsmen corresponds with the impression of so-called normal sportsmen. The analytical part includes qualitative comparative analysis of articles about paralympic and olympic athletes at the time of Olympic and Paralympic Games. The thesis also analyse articles, that were published one week before or after the Games. The first chapter describes, how were handicapped sportsmen noted in newspaper in the past. As handicapped sportsmen are showed in media stereotypically, therefore there is a term deconstruction of representation and stereotypization as a part of theory behind this study. The framing analysis has its own chapter. The way, how texts about paralympic and olympic athletes are framed, is important for further analysis. That analysis forms six chapters. Every single chapter focuses on a single year, in which Olympic or Paralympic Games were held. Using the analysis of texts about the most successfull athletes leads to a comparison of those Games media impression. As a secondary result of this analysis, there is also mapping of sport journalism development, that registered a lot of changes throughout those years. In the end of the thesis are summarised the results of the analysis, that confirms the development of media impression of handicap sport.