

Abstract

This thesis entitled "The Media Image of the Czech Hockey Team in the years 2010 - 2015" deals with the presentation of the Czech national ice hockey team at the World Championships in 2010, 2013 and 2015, in the *Mlada fronta Dnes* and the *Sport* daily newspapers. It focuses on the media image created during the championships with different process, results and circumstances. The theoretical part presents the concepts, methods and procedures. It focuses on the introduction of semiotics, its principles and explains the basic concepts of the semiotics and semiotic analysis work. Another area is the media construction of reality, which is important for analyzing media image. The media coverage of the sports events, myths associated with it, creating a statute of athletes' celebrities or presentation of national pride and identity in the background of sports events are the important topics of the presented theoretical starting points. In the methodological part there is presented the research project explaining the topic, objective and a sample of the research, the tasks of the research and also questions addressed in subsequent practical part. Texts from the *Mlada fronta Dnes* and the *Sport* are analyzed using the method of semiotic analysis. In connection with the basic aim of the thesis and theories introduced in the first half, the analysis works with the media image in the period of success and failure of the Czech national hockey team, the changing of the image, but also the possible condemnation of the team after the initial lack of success. Other questions focus on linking the success or failure with the national pride and identity, the media image of players as heroes, or some stereotypical presentations. Due to the significant role of Jaromir Jagr in the articles, one research question is also focused on his media image.