Abstract

Title: **The popularity of the sport among the general public in relations to its presentation on TV**

Objectives: The aim of this thesis is to determine the popularity of the sport among the general public and to compare it with its presentation on TV. The popularity and viewership of the sport is determined by questioning the public. To conduct interviews with experts on sports broadcasters from television, explaining views of sport news provided on public and commercial televisions. Final results were compared with the results of observation presentation of the sport in sport news in the thesis of Trnková (2014). The results allowed to propose recommendations which will be for use in marketing, sports and media organisations. The results will only imply a certain degree of scientific contribution.

Methods: The market research of this thesis has consisted of quantitative and qualitative methods. An electronic questionnaire published on the server Vyplňto.cz, helped gather results from the public. Interviews were carried out in-depth including electronic questioning via e-mail correspondence. The theoretical part is based on the analysis of documents.

Results: Sport is very popular within the Czech population in its active and passive form. Based on research carried out, men are more interested in sport than women; however women are more active athletes. The most popular medium for the purpose of watching sport is television, although the Internet is also popular. Attending sports events is another alternative from just viewing sports watched on television. The research gathered for popularity of sports includes football, ice hockey, athletics, tennis and volleyball. Interviews carried out helped looked behind the scenes of the creation of sports news with its technical aspect and content. Viewers are mostly satisfied with the content of the sports news, even though the watched sports have not been corresponding to the sports presented in the news during the observation.

Keywords: questioning, marketing research, media, sport, television.