

Abstract

My bachelor thesis is focused on media presentation of two Czech floorball teams, Tartan Omlux Střešovice and 1. SC WOOW Vítkovice, in specific national media. These two teams were chosen, because they are the most successful in Czech history. Media image of these two clubs will be analyzed in newspapers Mladá fronta DNES, Právo and Sport and also in news servers idnes.cz and sport.cz. For analysis have been chosen seasons 2011/2012 and 2012/2013. On media image of these two teams we can also demonstrate basic features of media image of floorball in general. This young sport is more and more popular every year in our country and is important to analyze its position in Czech media.