

Abstract

The bachelor thesis Comparison of world championship broadcasting on Czech Television from Ice Hockey World Championship 2004 and 2015 analysis the circumstances of the formation and the progress made by the mentioned television. The thesis is separated into two chapters. The goal of the first chapter is to define terms as sport media, televisual broadcast, broadcasting rights and sports journalism in its historical circumstances. The theory is describing the history of the Czech Television and its role in present society. The next part of these thesis is the chapter of the Czech Television sport channel, which describes its origin and the present condition. The theory is ended by the chapter of history of the championship broadcast, shortly describing the way of medial processing previous home ice hockey championships. The practical part of these thesis is formed as a qualitative analysis trying to ask the questions how and why the project World championship broadcast was created and what competences and responsibilities were rested in. The both of the championship program screenplays were determined, as well as the authorities responsible for onscreen broadcast. In addition, the audience analysis of each event and the dialogue with the person of Robert Zaruba, greatly participating in the creation of the both projects. The practical chapter is ended by the summary of comparison of both championship findings.