

## **Abstract**

Master's thesis called *How Did Sports Journalism Change in Czechoslovakian Press after 1948? Comparing Periods 1945–1948 and 1953–1958* deals with the development and comparison of sports journalism in post-war Czechoslovakia and through the qualitative content analysis of three selected sports periodicals (*Ruch v tělesné výchově/Ruch v tělovýchově a sportu*, *Stadion*, *Československý sport*). Research focuses on media reports, graphic and language changes and organizational development of the periodicals. Secondary subjects are the fate of selected editors, the post-war development of the Sports Journalists Society and the unification of physical education movement.

The author used the rich archive material of individual editions of sports periodicals and sources from the National Archives. Secondly he used the review literature on media development and journalism after World War II, using historical monographs to analyze the historical context that is absolutely crucial to understanding post-war developments in Czechoslovakia and the press.