

Abstract

The diploma thesis „*Media coverage of men's and women's floorball Extraleague finals before and after the introduction of the Superfinal*“ focuses on the effect of introducing the Superfinal on the media imaging of the finals of the highest floorball competitions. In the introductory part, the thesis focuses on the relation between media and sport, a description of news values, types of news, and also on the description of the history of floorball both in the Czech Republic and in the world. There is also a part about the imaging of the small sports in the media in the thesis. The research itself is devoted to the manner and intensity of reporting on the final series of the highest floorball competitions of men and women. The quantitative part of the research focuses on the amount of media space that the investigated events receive, the typology of news that appear in investigated media, and the identification of other measurable features of the released media content. Qualitative research is focused on the changes in the media coverage of the finals of the highest floorball competitions brought about by the introduction of the Superfinal, especially in terms of the news values used by the investigated media. The thesis evaluates the implementation of the Superfinal from the point of view of media interest and can serve as a guide for deciding on similar changes in other sports.