

The main topic of this diploma thesis is the development of Mrs. Dagmar Damková media image between 2003–2017. Mrs. Damková is a former football referee and became the first woman who managed a football match in the Czech 1st Men's League in 2003. She has been professionally successful and popular with the public and the media in a purely male environment. She has become one of the world's best female referee and has been managing the prestigious games of the biggest foreign events. She ended her career as a referee in 2011 and began her new career path as a functionary. Besides this, she became a chairwomen of the Committee of the Referees of the Football Association of the Czech Republic. She was directly responsible for the actions of the referees, and was therefore often criticized by the media. Her relationship with the influential but controversial functionary Roman Berbr was also known to the public at that time, which has increased the interest of her person from the media. Mrs. Damková had withdrawn from the public after leaving the Refereeing Commission and the media did not refer to her so often. The research part of the thesis includes qualitative analysis of the media texts which were published in five periods of professional career Dagmar Damková. This diploma thesis also includes interviews with journalists who have been interested in the Czech football environment for a long time and have been related to Dagmar Damková. Dagmar Damková also answered a few questions in an interview conducted by email.