

## **Annotation**

The bachelor thesis “Jaromír Jágř in ČTK Reports” deals with describing the development of sports news coverage by the Czechoslovak/Czech News Agency using the example of a specific significant sports celebrity. The thesis consists of a brief biography of Jaromír Jágř which describes the celebrity and explains why he has been chosen, followed by two main segments. The first segment describes the role of the Czech News Agency with special emphasis on its coverage of sports news. Also included are metadata important for the second segment, which the agency uses in the Czech News Agency’s Infobank. The second segment analyzes news from the Czech News Agency’s Infobank related to Jaromír Jágř. Based on these news the thesis describes the development of agency sports reporting from home, foreign and international contests. It pays increased attention to textual news reporting of the Czech News Agency, but also mentions other formats such as photographs, infographics, audio recordings and video recordings. The mentioned changes in news reporting are explained on the basis of the agency’s annual reports from the point of view of the Czech News Agency itself.