

The diploma thesis analyses the media coverage of the 1948 Summer Olympics in London and 1952 in Helsinki in selected Czechoslovakian media. The qualitative content analysis compares the transformation of Olympic coverage in London with Helsinki, especially from an ideological point of view. The thesis begins with a description of the post-war development of Czechoslovakia between 1945 and 1952, continues with media development in the same period and through the definition of theoretical concepts – communism, capitalism, ideology, ideological square and methodology – reaches the most extensive part dealing with the British and Finnish Games from the view of the Czechoslovakian press. This part of the thesis is further divided into subchapters according to the topics that were most covered by the Czechoslovakian media at the Games. This is followed by a comparison between the London and Helsinki Games, which, based on examples, describes the ideological transformation of coverage and media content of the Czechoslovakian media between 1948 and 1952.