

Abstract

This thesis focuses on the way in which the media presented the Czech biathlon team over the period of its greatest success, between 2012 and 2018. In this context, it deals with how often the media presented relationships, mood and cooperation in the team as perfect, helping to create the myth of an ideal team. The aim of the thesis is to answer the research question: How was the myth of an ideal biathlon team constructed by the media, biathletes and the support team?

This question is answered through an analysis of biathlon articles published in the years 2012 – 2018 across four Czech sports diaries, namely iSport.cz, sport.cz, sport.aktualne.cz and sport.iDNES.cz. The analysis uses qualitative content analysis extended by linguistic analysis of discourse.

The analysis of the individual articles is based on theoretical background, devoted to the media's representation of reality, media logic, myth, heroism, myth in sport and discourse.

The results of the analysis describe the way and means by which the actors helped construct the myth of a perfectly functioning biathlon team. The methods used with examples are given at the end of the thesis.