

Abstract

This diploma thesis with the title “*The Work of a Sports Expert in Television Broadcast*” offers a complex view on experts that in the position of a so-called co-commentator (color commentator) accompany a given sports event during a television broadcast. With the help of qualitative research – semi-structured interviews and qualitative content analysis – I have tried to achieve the most detailed view of the profession of an expert in the domestic environment. The analysis was also focused on the way that experts are being selected by television stations or how the approach of individual co-commentators can differ towards their role in television. I was also interested in the extent of overlap between the roles of the commentator and the expert. To achieve the required aim I have in total focused on ten experts from nine various sports and three television stations.