

Annotation

The thesis entitled *Comparison of the media coverage of the World Floorball Championships in years 2008 and 2018* aims to identify and compare the media coverage devoted to these two championships held in the Czech Republic. The goal of the thesis is to determine and compare the media coverage in the two examined media – Mladá fronta DNES, Deník Sport and online servers iDnes.cz and iSport.cz, based on these findings define which direction is the trend going. The diploma thesis is divided into main three parts, in the first theoretical part, key definitions, terms and topics from the media side such as gatekeeping, agenda-setting and news values are gradually introduced. A similar space is also devoted to the sports, more precisely floorball side of the thesis, where important historical milestones of this sport, both Czech and worldwide, are presented. Last but not least, this section offers an introduction of a closer relationship between the media and sport. In the second part, the research method of quantitative content analysis is methodologically explained, so that could be used for the analytical part. The third final part simultaneously answers the thirteen given hypotheses, the research question and presents an overview of the results of the analysis. In addition to the aforementioned finding of exploring an emerging trend, the author sees the benefit of the work in determining the direction of media coverage for other sports, which are given a similar media coverage in the Czech media, such as futsal, basketball or handball.