

Abstract

The diploma thesis treats sports journalism in the Czech press. It aims to compare sports sections of three Czech daily newspapers – Blesk, Lidové noviny, and Deník (represented by Moravskoslezský deník as a suitable regional variant) by quantitative content analysis according to eight criteria: percentual representation of genres, sports, topics, number of photos, representation of sportsmen and journalists based on their gender, forms of authorship and proportion of sport-oriented articles outside the sports sections and compare it with results from 2011 a 2015 data set and a global project The International Sports Press Survey 2011. In the opening part, the diploma thesis attends to the critical reception of sports journalism coverage and introduce Czech sports journalism after 1989, then briefly characterize chosen daily newspapers. The last chapter of the theoretical part describes data collection and its analysis. The practical part of the diploma thesis fills the gap of lacking quantitative data completed with interpretation and authentic examples from research. This constitutes a framework of future periodic researches and challenges other researchers to serious progress of this neglected discipline in the Czech Republic which could lead to international survey participation of this country in the future.