

Abstract

The Bachelors thesis *Rise of MMA in the Czech Republic according to journalists* explores the way Czech journalists feel about the popularity rise of MMA in Czech media and among the general public. The main method of research are half-structured in-depth interviews with journalists, who cover or used to cover MMA in media. These interviews focus on the process of selecting the news and new topics in media, where addressed journalists work or used to work. The main topics of interviews are the main reasons for the sudden rise of the popularity of MMA, the current ranking of MMA among mainstream sports, and prediction of its possible future. Thus interviews reflect the theoretical part and follow it up. Since the interviews are half-structured, apart from main topics they follow specific and unique topics based on the way the interview was going and specifics of media, where every answerer works.