

Annotation

The bachelor's thesis deals with the topic of sports celebrities in late modern society. Specifically, it focuses on the theoretical grasp and presentation of sports celebrities, as important social figures, who are enjoying increasing public attention with the development of technology and growing media interest. The work also deals with the study of the perception of sports celebrities by young people aged 18 to 30 years. Quantitative research was carried out using an Internet questionnaire, which was then analysed. The results of the analysis provide insight into today's sports celebrities through the eyes of young respondents, explains how these celebrities are perceived and how important they are to them compared to other non-sport celebrities, whether they are life inspiration for these respondents or which aspects they think are most important for transforming athletes into a sports celebrity.