

Abstract

Diploma thesis *Change of the Content of the Sport Daily during the Coronavirus Crisis and Further Development of the Paper after It* deals with the changes in the daily "Sport" during the coronavirus crisis and in the immediate aftermath, i.e. from March 2020 to September 2020.

As there were almost no sports events in the Czech Republic or in the world, particularly in the first third of the examined period, this thesis focuses on how the only domestic daily newspaper specialized in sports topics response to the lack of races and competitions.

The thesis also monitors, whether trends established in the first third of the examined period persevered in the daily newspaper even when the situation in the society and the sports environment began to return to normal.

In the theoretical part, the thesis deals with the issue of print media in the Internet era, presents selected research into the impact of the coronavirus pandemic on the functioning of media and outlines reporting on smaller sports in the sports media. The analytical part deals with the content of the "Sport" newspaper itself. The thesis examines each issue of the newspaper in the period from March to September 2020 and monitors the representation of sports, the topic of the main article on the front page, the number of sports, the number of articles and the space devoted to advertising.

The thesis then presents results of the analysis of every second issue of the newspaper of March 2020 and of September 2020 and compares their appearance with every second issue in March 2019 and in September 2019.

In the final part of the thesis, the findings are summarized and projected into the concepts mentioned in the theoretical part of the thesis.