

Abstract

This diploma thesis named "The media image of the 1956 and 1960 Summer Olympic Games in the Czechoslovak contemporary press" follows the media coverage of the XVI. Summer Olympic Games in Melbourne in 1956 and the XVII. Summer Olympics in Rome in 1960, in selected Czechoslovak periodicals. To establish a media image, the diploma thesis utilises a qualitative content analysis, comparing the transformation of Olympic news reporting in Melbourne and Rome. It focuses on media content and its permeation through the communist ideology. The thesis is divided into a theoretical and methodological part. The theoretical part begins with the historical development of Czechoslovakia after 1948, when the Communists seized power, and then characterizes the "melting period". The thesis also inquires into the development of media in Czechoslovakia in the 1950s with an emphasis on media legislation, including the introduction of selected periodicals: Rudé Právo (Red Law), Svobodné slovo (Free Word) and Československý sport (Czechoslovak Sport). The methodological part maps how the Czechoslovak press informed its readers about the Olympic events in Melbourne and in Rome. Both Olympic Games are divided into subchapters according to the topics that most resonated in sports news reporting. The conclusion of the thesis is concerned with the comparison of both Summer Olympic Games, which describes the permeation of ideology and the transformation of media content in the Czechoslovak media on the basis of examples from the qualitative content analysis performed.