

Abstract

The diploma thesis Sport news in the Czech print media agenda: changes in coverage and presentation of sports and the influence on a public agenda in 1993 - 2007 analyses sport news of the chosen print media and its changes in a long-time period. This thesis finds out whether and to what extent the sport news pages extend, which sports and in what way are presented, and whether changes of the coverage occur. Next question is, whether the long-term coverage of certain sports can influence public opinion on which sports to consider as important and favorite. In addition to that, this thesis is concerned with the occurrences of personalization and celebritization trends in the Czech print media sport news.