

## **Abstract**

This bachelor's thesis deals with the development of Pavel Vrba's media image between 2011 and 2022. Pavel Vrba is one of the historically most successful Czech football coaches. In 2011, Vrba led football club FC Viktoria Plzeň to its historic first title in the top Czech division. Two years later, however, he used the exit clause in his contract in Plzeň and became the head coach of the Czech national football team. In the following years, his career was affected by several ups and downs, which may have had a significant effect on the presentation of his person in the media.

How Vrba's media image developed and changed in six selected periods of his professional career is exactly what we will try to find out in this bachelor's thesis. The work is divided into theoretical, methodological and research part. The first of them defines the media image and representation as well as the concept of framing, describes the relationship between the media and sports, introduces the history of sports journalism and also the career of Pavel Vrba. The methodological part presents the aim of the work and the research method, defines the research sample and presents the six monitored periods in more detail. The last, research part of the work, contains a qualitative media analysis of texts from the investigated periods of Pavel Vrba's professional career and selected sports news media.