

ABSTRACT

Title: Media Image of the 2010 Olympic Winter Games Focused on the Top Czech Athletes

Goal: Evaluation of the presentation of the Olympic Winter Games in Vancouver (mainly Czech athletes) in the Czech daily newspapers Mladá fronta DNES and Hospodářské noviny

Research method: Quantitative content analysis

Results: The press dedicated much bigger room to Olympic information compared to other competitions. Out of the Czech athletes, medalists and hockey players were mostly presented. The most articles about the Czech athletes were published after their successful races or matches.

Key words: printed media, sport, 2010 Olympic Winter Games, top Czech athletes