

Abstract

A topic of this thesis addresses the media image of three football clubs as this was reflected in the Czech press within 2010/2011 season. The attention is paid to the press coverage of Sparta Praha, Manchester United and Dukla Praha. The specifics of their image are followed in three differently profiled Czech titles. *Deník Sport* represents the sport - focused newspaper, *Mladá fronta Dnes* stands for the most widely read Czech newspaper with a special regional sport section and *Hospodářské noviny* has been chosen because of their specifically economic profile where the sport section represents just a minor part of each issue. The term „media image“ is linked to the signs of evaluation and expression of support for a particular team as it is mediated through the articles. This support is analysed through the structure of topics and through the use of subjective language. The aim is to point on how these teams were presented during the season and how their presence kept changing in the press within the time. The possible differences and overlapping are explained more into details. The term “media bias” is related to subjective reporting that stresses negativity or stardom on the contrary. The term is used to point out potential deviation from objective reporting. It is used to address possibly stereotypical treatment of the agenda concerning the teams.