

Abstract

Presented in this bachelor thesis is a qualitative analysis that is focused on the comparison of news values, in relation to athletes with a disability and athletes without a disability, in articles published in *Mlada Fronta DNES* (a Czech newspaper) at the time of the 2008 Summer Olympic and Paralympic Games in Beijing. In addition, the further analysis will be done, of the news values that are given to Olympians and the values given to Paralympians, and whether these preferences are reflected in the overall presentation of both groups of athletes.

It can be concluded that the articles about the Paralympics are shorter, more vague and overall of a much lower standard than their Olympic counterparts. Indeed the reader does not have to get full picture of how the games went, who won, who lost, and why and how the athletes lived in Beijing.

The Olympic and Paralympic Games in Beijing are the most recent top athletic events that can be compared in terms of news coverage. It is on purpose that the Winter Olympic and Paralympic Games in Vancouver (2010) are overlooked, as even though they are more current, there are major differences between the numbers of athletes and sports, which, in terms of news coverage, make them incomparable.

The thesis further examines and compares the information about Olympic and Paralympic Games that was published in *Mlada Fronta DNES*, the most widely read, Czech, so called 'serious' newspaper with a general focus. In addition to the time of the games, the week prior and week after the event have also been analyzed.