

Abstract

The thesis analyzes the media presentation of male and female biathletes in the Czech media, specifically in two newspapers and their online versions. The research focuses on three major biathlon events (Olympic Games, World Cup in Nové Město na Moravě and World Championships), which took place between the years 2014 and 2015. The theoretical part briefly defines terms as sports in the media, gender, process of representation, stereotyping or history and the present of biathlon. The most important chapters in gender studies are feminist studies and their criticism, unwritten rules of gender stereotyping or men and masculinity. This paper also pays attention to chosen methodology - qualitative research and framing analysis.

The analytic part of the thesis describes particular frames, which appear in analysed articles. This work is also based on the analysis of visual part of media - photographs. Individual chapters also map dominant frames - sport-reportage frame, frame of heroism, frame of humanity, frame of privacy, and frames of femininity and masculinity. For the purpose of the thesis, the signs, which are attributed to male and female athletes, are assessed too. At the end of the thesis, the author evaluates the conclusions from the research and also adds information about the media presentation of biathlon in general.