

This thesis deals with medial presentation of two most watched sporting events in the Czech Republic the football Synot league and hockey Tipsport league, on channel ČT Sport. The first chapter introduces the history and play system the top two competitions. The second chapter lists the most important corruption scandals since 1993 in the Czech football and hockey, and discuss also the issue of hooliganism. The third chapter presents the history of the channel ČT Sport, all programs dealing with hockey and football competitions, the most important journalistic tools and TV professions involved in these programs. The fourth chapter presents the first part of the analysis of the two selected TV programs. The fifth chapter presents the analysis of communication and semiotic aspects of the programs Bully and Studio. The sixth chapter contains the author's own survey, which focuses on the perception of programs Bully and Studio from the perspective of the grand public. The aim of this thesis is to determine which of the competitions is presented in a better way, both from a professional point of view and in terms of the perception of spectators.