

Abstract

The bachelor thesis „*Successful football championships for the Czechoslovak and Czech teams and their reflection in the contemporary press*“ deals with the reporting on the major international football tournaments such as World Cups and European Championships, where the Czechoslovak or later Czech national teams succeeded. The first part focuses on the phenomenon of mediated sport and the descriptions of selected tournaments, the second part deals with the chosen journals and the methods of the thesis itself. The last part explicates which topics are the most common in newspapers during the reporting period (one week before until one week after the tournament) and the changes in post-match reporting focusing on Czechoslovak and Czech games.