

Abstract

The bachelor's thesis is focused on the information service provided by the media during World championship in cross-country in Nové Město na Moravě 2016. Cross-country is a progressive olympic discipline which is attracting more and more audience around the world. Throughout its history, we could see many changes in its rules which are affected by the new technologies, like shortening racing time, and also changes in expectations of the fans who want to watch faster and more difficult style of racing than the decade before. The thesis also concerns itself with mountain biking in general, its history and its founders. Main goal of this thesis is to find out how the media, more specifically ČTK, iDNES.cz, Aktuálně.cz and mtbs.cz, informed about news and results from the World championship. Also there will be a comparison between their reports and services they provided, like photo or video recordings.