

## **Abstract**

The heart of this thesis consists of life stories narrated by former as well as current sports journalists and it focuses on sports journalism as a profession in political and social contexts. The first part gives an example of theories which deconstruct the myth of sport as an apolitical phenomenon. The second part reconstructs the history of public appearances of sport by examining attitudes, values and desires of interviewees. Using the *snowball sampling technique* -- recruitment of future subjects from among their acquaintances -- the researcher processes memories of eight interviewees whose information is classified into four main topics. Those include answers to under what conditions interviewees made a decision on their occupation, which sports they were concerned with, what reputation those sports had, what constraints they faced in their job, and what other unexpected roles their profession implies. As a whole, this text describe sports journalism as *sine qua non* for an outset of the tendency which began to grow during the 1950s in Czechoslovakia -- the attraction extending beyond the leisure activity and the top level sport gaining in popularity.