

Abstract

Subject of this study is the analysis of sports television broadcasting in the Czech Republic, Germany, Spain and Great Britain. This comparison serves primarily to examine the visual content of selected TV stations from specific country. TV sports broadcasts are not simply capturing reality, but they are rather an interpretation of this reality, which is also reflected in a number of narrative elements that increases the attractiveness of the event. The author of this study applies the theoretical knowledge to examples of live broadcasts and further develops the theory. Concludes that analysed broadcasts from different countries did not differ significantly from one another, it can be interpreted as a result of the homogenization of sports broadcasting.