

Abstract

This bachelor thesis deals with one of the most important global sporting events. Specifically, it examines the media coverage of the 2022 FIFA World Cup in Qatar in ČT Sport. Using two sub-quantitative content analyses, the aim of this bachelor thesis is to determine what space was devoted to the 2022 FIFA World Cup on the ČT sport channel between 14 November 2022 and December 2022 (the week before the start of the championship and the week after the end of the championship), whether the 46 pre-match studios on ČT sport, which cover the televised matches of the World Cup in Qatar, give more space to the favourite teams or whether all teams are given similar space, and whether the controversial background of the 2022 World Cup in Qatar is highlighted in the pre-match studios of ČT sport and, if so, in what context. The results of the analysis of the ČT sport programme showed that out of the 1 136 televised TV programmes in the defined period, 395 programmes were devoted to the FIFA World Cup Qatar 2022. This shows that exactly 30 % of the programmes, which were broadcast during the specified period, focused directly on the events of the Qatar championship. Based on the analysis of 46 pre-match studios, it can be claimed that in more than half (namely 24) of the pre-match studios on ČT Sport, more space was given to the favourite team of the match. The controversial background of the World Cup in Qatar was only referred to in seven pre-match studios. Among other things, the rescheduling of the tournament due to extreme weather conditions was mentioned.