

Abstract

This bachelor thesis examines the media image of the beginning of the Russian invasion of Ukraine in selected Czech online sports sections and media. The chosen period is from 24 February 2022 to 3 March 2022, i.e., the first week of the invasion. The thesis is divided into theoretical, methodological, and analytical parts. The introductory part is devoted to presenting the theoretical background of the thesis, which is based on the relationship between politics and sport, as well as the way in which sports journalism has influenced and historically shaped sport. The second section presents the aim of the thesis, the research method and the coding table. In the analytical section, the thesis then uses quantitative analysis to examine the texts in the selected media. Specifically, the research focuses on the number, source and type of texts, the thematic focus and the space provided to the parties to the conflict. The aim is to present the media image in the selected media and compare the results. The output is a practical part in which the predetermined research questions and hypotheses are answered.