

## **Abstract**

This diploma thesis deals with the career reflection of Czech sports journalists on the basis of attributes of job satisfaction and motivation. It focuses on Generation Y journalists, who are described in professional studies as economically active, demanding a higher standard of living, emphasizing personal fulfillment, but also interested in their personal and family life. The aim of this thesis is to describe the generation of sports journalists in terms of their professional satisfaction and motivation. Based on a quantitative questionnaire survey and qualitative research in the form of personal semi-structured interviews and their analysis using the method of interpretative phenomenology, the thesis attempts to describe the most common challenges that journalists belonging to Generation Y face during their careers. These include work-life balance, gender inequality in the workplace, generation conflicts in the work team or insufficient financial remuneration. The sample is made up of men and women who were working in audiovisual, radio and print/online sports media during the interviews.