

Abstract

This thesis deals with the relationship between new media and sport. The main research problem is the repeated confrontation with failure on the example of professional ice hockey coach Josef Jandac. The aim of the presented thesis is to examine how Jandac's media image evolved on selected new media platforms (news websites and social networks). We also want to explore to what extent the content presented by each new media differed and whether confrontation with failure prevailed at certain times. Qualitative content analysis constitutes a means to achieve set goal. Based on the mentioned research method, articles from sport websites and posts from social networks were analyzed. The first group of sources includes the internet portals iSport.cz, Sport.cz and iDNES.cz/Sport. The second group of sources consists of comments by users on the official Facebook page of HC Sparta Prague and posts by Spartan supporters from the SHS fan club discussion forum. The research file contains a total of 132 texts (68 articles and 64 posts). The thesis is organized into theoretical, contextual and analytical section. The theoretical part provides relevant theoretical background on the relationship between new media and sport, sport content, social media, attributes of online fan audiences and sport journalism in the digital age. The contextual part summarizes Jandac's coaching career and puts the issue in the context of the ice hockey environment. In the analytical part, the researched problem shifts to the practical level. Josef Jandac did not avoid „information accidents“ during his professional career, thus contributing to the creation of a negative media image. Spartan fans in comments on Facebook and discussion forums present a certain form of distrust towards HC Sparta Prague, as they tend to criticize Jandac and remind him of previous losses. Jandac has been repeatedly confronted with failures since 2014, mainly in the playoffs. Both sport journalists and ice hockey fans contributed to the negative media portrayal.

Key words

Josef Jandac, ice hockey coach, new media, sport, qualitative content analysis, websites, social networks, media image, repeated confrontation, failure