

## **Abstract**

The bachelor thesis focuses on the media coverage of the Ondřej Kúdela and Glen Kamara case in selected Czech media. The theoretical part of the thesis focuses on various aspects of the relationship between sports, media and racism. It describes the interconnections and issues of these three variables. It presents the efforts of sports associations to combat racism and promote inclusion in the field of sports. In the section on the connection between culture and sport, it examines the transformation of sport and its very function within culture. It then describes the role of the media in sports. The next chapter focuses on the influence of the media in shaping and reinforcing racial stereotypes in football. The theoretical part concludes by introducing the media under study.

In the practical part, the thesis focuses on the depth of information presented, emotionality, representation of perspectives, multimedia and audience engagement. The results of the analysis are applied to the research questions and a conclusion is drawn.