

Abstract

This bachelor's thesis entitled "Media space devoted to FC Slovan Liberec in the daily Sport" deals with finding out and comparing what space FC Slovan Liberec received in the daily Sport in comparison with the winners of the three previous years of the Czech top football competition. In the theoretical part, I first describe the interconnection between sport and journalism by means of professional literature and then define the specifics of sports journalism. Next, I introduce the daily Sport, which as the only Czech sports daily was used for the research in this bachelor thesis. In the methodological part, I first use the literature to characterise the quantitative content analysis that I have chosen as my research method. I follow this by describing the theoretical background, setting the research questions and writing the hypotheses. In the analytical section, I then describe my research process and then compare and present the data collected.