

## **Abstract**

The profession of sports journalists, according to the literature, is in various ways outside the standards of journalistic practice. The content, form and importance of their work is often questioned. Sports editorial offices tend to work according to rules that are not typical of the rest of the media; they operate in a 'world of their own'. This dissertation reveals how sports journalists themselves perceive their profession. The qualitative research, based on in-depth interviews with former and active sports journalists from different types of media, describes their work in general terms and highlights the unique features of the profession that might enlighten their position in the journalistic hierarchy and identify any specifics that the journalists themselves perceive as relevant. The grounded theory method has been used for the analysis, through which the thesis defines the central and other major themes that resonate in and out of academia and co-create the image of sports journalists. The main aim of the research is to answer the question what the professional self-concept of Czech sports journalists is. The dissertation is a summary of findings concerning the everyday life of Czech sports journalists, with an emphasis on the characteristics of the key specifics of their profession and work environment.

## **Keywords**

Sports journalists, Sports female journalists, Sports journalism, Grounded theory