

Abstract

This bachelor thesis consists of two parts. The first part is the practical part, which deals with a comparison of the media image of football player Martin Fenin in the Czech Republic and Germany, the two countries where he spent the main parts of his career. The comparison is based on the print media and compares the Czech and German view between the tabloid newspapers Blesk and Bild, as well as between the quality media Mlada fronta Dnes and the German Die Welt. The practical part of the work is supplemented by interviews with experts from the Czech and German media scene. As a very talented player, Martin Fenin had the promise to become one of the best football players Czech football has ever had. Due to injuries, but also due to many scandals and activities incompatible with a career of a professional athlete, his steeply rising career gradually started to take a downward trend and his talent remained unfulfilled. Due to the ongoing scandals, he is perceived by part of the public as a tabloid celebrity rather than as a top athlete. The second part is the theoretical part, which is the basis for the practical part and understanding it is central to the practical part.