

Abstract

The thesis examines the media image of Spanish cyclist Alberto Contador in the Czech online news servers iDnes.cz, Sport.cz and iSport.cz. Through quantitative and qualitative content analysis, the thesis summarizes the development of the media image of Alberto Contador over the years. The theoretical part focuses on a more detailed description of Contador's career with an emphasis on the controversies related to doping. The practical part uses quantitative and qualitative content analysis to examine Contador's media image between 2010 and 2012, during which his doping scandal was exposed. The results show changes in Contador's media image during the period under study, with an emphasis on the impact of the doping scandal. The thesis reports on the transformation of Contador's media image during these years, which was significantly influenced by a number of factors, in particular his doping scandal.