

Abstract

The topic of my thesis is the analysis of the media image of corruption in Czech soccer between 2013-2023. In my research, I will focus on the corruption case of Roman Berber, which took place during the period under study. Football is one of the most popular sports in the Czech Republic and certainly the most widely played, which makes it more popular for the media and for collusion.

The first part of the thesis describes the phenomenon of corruption as such. The second part is conceived descriptively with a brief description of the football system in the Czech Republic and also outlines the course of the 2020 corruption case.

The media image analysis maps corruption in Czech soccer through the media space of public and commercial media. It focuses on the biggest corruption case that has erupted in the Czech Republic in this sport in the last ten years. In any case, football is one of the places where the phenomenon of corruption can be encountered, as in many other places in society.