

Abstract

This bachelor's thesis examines changes in the media representation of Czech football fans during the 2017/18 and 2022/23 seasons on the sports news websites isport.cz, sport.idnes.cz, and sport.cz. The aim of the thesis is to compare how the media depicted fans in these two seasons.

The data were processed using quantitative content analysis, which allows for systematic evaluation of media content. The analysis takes into account the frequency and scope of posts, types of fans, article topics, quoting or paraphrasing of speakers from among the fans, and the role of the Supporter Liaison Officer (SLO).

The results of the analysis show that the media representation of football fans changed in the 2022/23 season compared to the 2017/18 season. While in the earlier season, fans were often depicted in connection with negative topics, in the 2022/23 season, there was more frequent mention of positive topics and more frequent use of fan opinions, although the role of the SLO in this change was not confirmed. These changes reflect a shift in the relationship between Czech football fans and the media.