

Abstract

This master thesis compares the media communication of football clubs from the top Czech league Fortuna:Liga and the top English league Premier League on the social media network Twitter in the season 2023/24. The analysis compares three football teams from the Czech Republic, namely AC Sparta Praha, SK Slavia Praha and FC Baník Ostrava, with three teams from England, namely Manchester United F.C., Arsenal F.C. and Crystal Palace F.C. Each of these analyzed teams is given a partial analysis and then the teams are analyzed as a whole in a comparative analysis with emphasis on league affiliation. The main aspects of this qualitative and quantitative analysis include categorizing posts, measuring success according to relevant metrics in the context of social media, and tracking the media formats and journalistic genres used in communication. Last but not least, the analysis tracks trends for all the analyzed clubs, identifies differences, similarities and other specificities in communication on the social media network Twitter, especially in relation to the differences in communication between Czech and English teams. The analysis revealed that Premier League clubs are more active overall, while Fortuna:Liga clubs are more active during matches. The most popular posts were humorous, centred around players, transfers, fans and informational posts announcing the end of a match. Informational posts were also the most used post type.