

Abstract

This dissertation is aimed at exploring social media communication of Czech athletes, with a focus on the commercialization of their content. Its purpose is to analyze the subject from the perspective of the athletes who are communicating through social networking sites as well as from the perspective of their fans who are receiving their messages with both sports and commercial character. Although studies focused on athlete's communication on social media and audience reactions to it have been conducted in other countries, similar studies have not yet been conducted in the Czech Republic. Athletes' communication via social networks and its commercial potential is a topic of current interest. Exploring it is beneficial, and this work will expand the body of knowledge of the subject. It will also help to show the regional specifics of sports-related communication via social media and the commercialization of sports-related content. The research consists of two parts: the first is a content analysis of selected athletes' Facebook pages, which encoded data over the course of one year in order to preclude distortion of the results due to seasonality. The second part is an analysis of interviews with athletes and some of their representatives. Both parts are mutually complementary and expand understanding of the subject matter.