

## **ABSTRACT**

Bachelor thesis deals with the comparison of the media image of the 2010 World Cup in South Africa and 2022 World Cup in Qatar. It compares it in two Slovak periodicals, in the SME newspaper and in the Šport newspaper. These two media are a fundamental part of the Slovak market and sport is one of their primary interests. The monitored period is the first 10 days of both championships.

The theoretical part is devoted to sports journalism and its development. It also discusses social issues in sports and media coverage of high-profile events, which includes selected football world championships. It also describes in detail both World Cups, which the work research.

In the practical part, using quantitative content analysis, the work classifies articles in selected periodicals into predetermined categories. Based on this, it compares which topics the selected newspapers covered in these periods. Furthermore, the work compares not only the topics, but also the authors and the scope that the media gave to the World Cups in individual years. The obtained results thus form and compare a complex media coverage of the championships in selected Slovak media.

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