

Abstract

The thesis deals with the topic of media representation of the football club Bohemians Praha 1905 and its performance in international European cups. It will compare how the events of the 1987 cup match were covered by the contemporary media in comparison with the media of 2023 and the cup match of the previous year. The aim will be to juxtapose media from two completely different periods and to reveal the differences brought about by the time gap of 36 years. An important factor will be the comparison of periodicals that have been active from 1987 to the present, or at least follow their predecessors in terms of content. On the theoretical side, the thesis will introduce the role of the media in the representation of sport, establish a socio-political framework and show sport as a cultural phenomenon. The practical part will then include methodology, quantitative or qualitative analysis and then comparison of media content and subsequent interpretation of any differences revealed.