

Abstract

Diploma thesis „Sport journalists as press secretaries of sportsmen or sport clubs – ethical issue” deals with the problem of sport journalists who work for sportsmen, sport clubs or associations at the same time, often as press secretaries, authors of articles on their websites or press conference organizers and presenters. This could be considered as a conflict of interest and can affect his/her work for media, for example agenda setting or content of the stories. This thesis focuses on two main problems: how Czech codes of ethics deal with conflict of interest and how editors-in-chief of sport columns think about conflict of interest. The last part of this thesis is a case study of selected sport journalist who is in conflict of interest.