

Abstract

The objective of this thesis is to describe and analyze the current media image of football that was developed in the first decade of the 21st century by the Czech News Agency (CTK).

Using particular samples I am aiming to find the changes in volume, differences in topics and the presentation of the CTK's football agency news in years 2000-2010.

The background of this work is mainly the analysis of agency created news, issued in a specifically chosen period of time and then archived in the CTK databank. The thesis only focuses on the text sections of the news. Pictures, audiovisuals and info-graphics were avoided as their possible inclusion would significantly exceed the requested scope of the project.

Information can be also found on the internal point of view (based on an in-depth interview with a CTK sports editor specializing in football) and also external point of view (using the outcomes from the questionnaire survey between the employees from certain print, audiovisual and Internet media houses, who are some of the main users of sports agency services, especially those specializing in football).

This work will try to show how the Czech News Agency perceives itself, what impact it has and to what extent it can be relied upon as a reliable source for other parts of the media. An important aspect within the study is also the question of tabloid press and the way that the CTK deals with this specific trend.