

Abstract

The thesis “The Influence of the ČTK News Agency Content on Sports Sections of Daily MF Dnes and Právo“ describes the influence of the Czech news agency ČTK on the sports section of two selected national newspapers - MF Dnes and Právo. The main objective of the research and a conducted two-week content analysis was to determine how individual editors work with the agency service. Another aim was to determine whether ČTK is still the main source of information for them, and whether there was something that had fundamentally changed its position. The thesis also examines the format of the messages produced by ČTK that appear in the newspapers most frequently. It also includes a questionnaire survey for editors of both media and basic analysis of photo journalism, which is an integral part of the sports sections. To complement the wider context of the theoretical part, the author describes the current battle of printed and electronic media, sport and commercialization processes of internetisation and digitization, which largely influenced the work of intelligence agencies.