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**The Influence of Tabloidization on Sport News in
the Czech Republic and the USA**

Diploma Thesis

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TÉMA ČESKY:

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VEDOUcí PRÁCE:

Mgr. Ondřej Molnár - KAA

ZÁSADY PRO VYPRACOVÁNÍ:

In this diploma thesis, I will first present a short summary of the history of the tabloid press and then I will define infotainment and I will explain the difference between hard news and soft news. In the second part of this diploma thesis, I will analyze sports news articles focusing on language and visual means through which tabloidization is achieved as well as on the topics of the articles and whether they are relevant to sports news. As a source of data, I will use articles from the Czech sports newspaper Deník Sport in its printed and online form and I will try to determine to what extent has tabloidization influenced sports news in the Czech Republic. I will also analyze sports news articles from similar types of American sports newspapers such as Sports Illustrated and Sports Weekly and in the last part of this diploma thesis I will compare my results from Czech and American sports newspapers.

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Srpová, Hana. Metody a prostředky přesvědčování v masových médiích. Ostravská univerzita, Filozofická fakulta, 2005. Srpová, Hana. Od informace k reklamě. Ostravská univerzita, Filozofická fakulta, 2007. Basu, Rintu. Zakázané přesvědčovací techniky. Grada, 2011. Cagle Helen, Bednarek Monika. News Discourse. Continuum International Publishing Group, 2012. Cagle, Helen. Photojournalism: A Social Semiotic Approach. Palgrave Macmillan, 2013. Jiráček Petr, Bednařík Petr. Dějiny českých médií. Grada, 2011. Chovanec, Jan. Czeching Out Puns and Clichés in Football Reporting. In Theory and Practice in English Studies, Brno: Masarykova univerzita, 2005.

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I declare that I have worked on this thesis independently,
using only the primary and secondary sources listed in the bibliography.

.....

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Abstrakt

Název práce: Vliv bulvárního tisku na sportovní zpravodajství v Česku a USA

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Tato diplomová práce se zabývá bulvarizací sportovního zpravodajství v Česku a USA. V první řadě jsou definovány způsoby bulvarizace, které jsou součástí teoretické části této diplomové práce. Další část představuje samotný výzkum a popisuje kvantitativní obsahovou analýzu, kódovací jednotku, výzkumné otázky a kódovací postup. V druhé části této diplomové práce jsou představeny výsledky výzkumu kvantitativní obsahové analýzy a výsledky jednotlivých kategorií jsou popsány a představeny jednotlivě a poté je představeno srovnání výsledků vzhledem k výzkumným otázkám. V poslední části této diplomové práce je nejdříve představena metodologie kvalitativní obsahové analýzy a poté je provedena samotná analýza, která je zakončena shrnutím výsledků kvalitativní obsahové analýzy.

Klíčová slova: bulvarizace, hard news, soft news, infotainment, kvantitativní obsahová analýza, kvalitativní obsahová analýza, sportovní zpravodajství

Abstract

Thesis: The Influence of Tabloidization on Sport News in the Czech Republic and the USA

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This diploma thesis deals with tabloidization in sport news in the Czech Republic and the USA. First, the theoretical background surrounding tabloidization is examined and specific means of tabloidization are defined. Next part of this thesis defines the research itself and the strengths and weaknesses of the quantitative and qualitative content analysis are described. After that, the coding unit, the research questions and the coding scheme are presented. The second part of this thesis consists of the results of the research of the quantitative content analysis and each means of tabloidization is presented and commented on separately and then the results are compared in relation to the research questions. The final part of this thesis first presents the methodology of the qualitative content analysis and then the analysis itself is presented with a summary of the results from the qualitative content analysis at the end.

Key words: tabloidization, hard news, soft news, infotainment, quantitative content analysis, qualitative content analysis, sport news

Table of Contents

Introduction	9
Chapter 1 Theoretical part	11
1.1 History of Tabloid Journalism in the Czech Republic and the USA	11
1.2 Tabloid	12
1.3 Tabloidization	13
1.4 News Values and What Makes a Story Newsworthy	14
1.5 News Values and Photography	15
1.6 Infotainment.....	17
1.7 Hard News vs. Soft News.....	18
Chapter 2 Methodology	21
2.1 Quantitative Content Analysis	22
2.2 Coding Unit.....	22
2.3 Research Questions.....	23
2.4 Coding Scheme.....	23
Chapter 3 Results (Sport).....	26
3.1 Introduction to Results.....	26
3.2 Sport: Ratio of Hard News and Soft News.....	26
3.3 Sport: Ratio of Home News and Foreign News	28
3.4 Sport: Personalization.....	30
3.5 Sport: Number of Visual Aspects, Text, Headline and Size of Visual Aspects	32
3.6 Sport: Online Articles.....	34
Chapter 4 Results (Sports Illustrated).....	36
4.1 Sports Illustrated: Ratio of Hard News and Soft News	36
4.2 Sports Illustrated: Ratio of Home News and Foreign News.....	38
4.3 Sports Illustrated: Personalization	39
4.4 Sports Illustrated: Number of Visual Aspects, Text, Headline and Size of Visual Aspects	42
4.5 Sports Illustrated: Online Articles	43
Chapter 5 Results (research questions)	45

RQ No. 1: What is the ratio between hard and soft news?	45
RQ No. 2: What is the ratio between home and foreign news?	46
RQ No. 3: To what extent is the content of the news personalized.....	47
RQ No. 4: How much space is devoted to the visual aspects (pictures, photography and headlines) of the overall space of the articles?.....	48
Comparison: Sport Online vs. Sports Illustrated Online	49
Chapter 6 Methodology	50
6.1 Qualitative Content Analysis.....	50
6.2 Coding Unit.....	51
6.3 Coding Schema	51
Chapter 7 Qualitative Content Analysis	54
7.1 Wimbledon - Sport July 7 th 2017	54
7.2 Wimbledon - Sport July 14 th 2017	56
7.3 Wimbledon – Sports Illustrated July 24 th 2017	57
7.4 Summary	60
Conclusion.....	62
Resumé	65
Summary	67
Bibliography.....	69
Annex	73

Introduction

The term “tabloidization” in its most simplistic way refers to a process of transformation of usually newspapers into a tabloid format and the related changes of style in journalism connected with the focus on more entertaining and dramatic style of news reporting.

Tabloidization has been studied extensively over the last few decades due to the ongoing discussion on to what extent has the traditional media moved away from factual and informative news reporting towards more entertaining stories that focus on sensationalism and celebrities. In this thesis, I will present a research that will examine the influence of tabloidization on sport news reporting in the Czech Republic and the USA.

As a representative sample of sport news in the Czech Republic, I have chosen Sport as it is the only newspaper that solely focuses on sports and as a representative sample from the USA sport news, I have chosen Sports Illustrated as it is one of the most read magazines in the USA that reports on wide spectrum of sports.

The aim of this thesis is to examine specific means of tabloidization, that will be presented in the first chapter, in the sport news reporting that will be carried out first by the quantitative content analysis and compare the results based on the research questions and then by a qualitative content analysis with the aim of determining to what extent has tabloidization influenced sport news reporting in the Czech Republic and the USA.

In the first chapter, I will start by presenting a brief history of tabloid journalism in the Czech Republic and in the USA and the first chapter will cover the theoretical part of this thesis that will consist of defining terms such as “tabloid” and “Infotainment” and I will present specific means of tabloidization. After that, news values in both written texts and photography will be covered and the distinction between hard and soft news will be made.

The second chapter will focus on methodology where I will examine the strengths and weaknesses of the quantitative and qualitative content analysis. This

will be followed by the presentation of the research itself and the definition of the coding unit which will be followed by the presentation of the research questions as well as presenting the coding scheme that I will use for this research.

The second part of this thesis will present the results of the quantitative content analysis and it will be divided into three chapters. Chapter three will present the results of the analysis of the printed version of Sport Newspaper, Sport Magazine and Sport's online articles and each category will be presented separately and it will be commented on. Chapter four will be identical to chapter three with the exception that it will present the results from the printed version of Sports Illustrated and its online articles. Chapter five will compare the results from all the versions of Sport and Sports Illustrated in relation to the research questions.

The final part of this thesis presents the methodology of the qualitative content analysis in chapter six. Strengths and weakness of the qualitative content analysis will be discussed and then the coding unit and coding scheme are defined in relation to the research itself. Chapter seven presents the research of the qualitative content analysis with a summary of the results from the qualitative content analysis at the end.

Chapter 1

Theoretical part

1.1 History of Tabloid Journalism in the Czech Republic and the USA

The origin of the word “*tabloid*” comes from the late 19th century when a British pharmaceutical company Burroughs Welcome & Co. trademarked the word and it was a hybrid form of tablet + the suffix **-oid** and it was used to describe “small tablet of medicine” which the company was selling. By the end of the 19th century, the word “tabloid” was being used to describe anything that was compressed or small in size and therefore the name “tabloid journalism” and “tabloid newspaper” was used to describe newspapers that were small in size and had short and condensed news articles.

In Czech, “*bulvár*” comes from a French word “boulevard” and the tradition of selling newspapers on the streets – boulevards in the second half of the 1830s in France and approximately at the same time in the USA as well.¹

The history of tabloid newspapers in the Czech Republic is somewhat different from that in the USA. Tabloid journalism became prominent in the Czech Republic in the second half of the 20th century, but first instances of tabloids emerged at the end of the 19th century and at the beginning of the 20th century when tabloid newspapers became to be associated with the name Jiří Stříbrný.

Jiří Stříbrný was a politician and one of the founders of the Czechoslovak Republic and after being expelled from the Czech National Social Party in 1926, he founded with his brother a publishing company Tempo which published tabloid newspapers. Among the most popular tabloid newspapers published by Tempo were *Express* which was first published in 1928 and *Poslední list*. These and other newspapers published by Tempo served as a medium for Stříbrný to express his political views and opinions about the newspapers in the Czechoslovak Republic.²

¹ Irena Reifová and collective, *Slovník mediální komunikace* (Praha: Portál, 2004) 287.

² Petr Bednařík, Jan Jiráček and Barbora Köpplová, *Dějiny Českých Médii* (Praha: Grada Publishing, 2011), 173.

Tabloid newspapers became prominent in the USA little earlier than in the Czech Republic. After the First World War, some of the first tabloid newspapers were established. The New York Daily News was founded in 1919 under the name Illustrated Daily News and soon after, Illustrated Daily News was followed by tabloid newspapers such as the Newsday or New York Post which was originally a broadsheet newspaper in the 19th century, but turned into a tabloid during the first half of the 20th century.

The major turnaround for tabloid newspapers in the USA came in the 1980s together with the rise of tabloid TV shows many of which were written by tabloid journalists and in her article, Bird describes the rise of tabloids in the USA as follows:

“In the 1980s, sales of traditional newspapers fell, while those of tabloids rose to unprecedented levels. Clearly there was an audience response to the tabloids’ offerings of human interest stories, celebrity gossip and life-style advice. At around the same time, we saw the development of tabloid TV shows, many of which were staffed by print tabloid writers.”³

1.2 Tabloid

The term “tabloid” has been defined by Reifova as newspapers of small size (approximately 300 x 400 mm) that focused on scandals and sensational news. Another important feature of tabloid newspapers was the use of larger headlines and illustrations and later photographs. Today, we use terms such as “*yellow press*,” “*penny press*,” “*popular press*” or “*sensational press*” to refer to tabloids.⁴

³ S. Elizabeth Bird, “News We Can Use: An Audience Perspective on The Tabloidization of News in the United States,” *The Public* 5, no. 3(1998): 34.

⁴ Irena Reifová and collective, *Slovník mediální komunikace* (Praha: Portál, 2004) 287.

1.3 Tabloidization

The term tabloidization has been defined by Trampota and Končelík as a process of change in news media that concerns the ways in which news are presented and which events (news values) are selected. Tabloidization also refers to: “change of quality and character of information that media offer to their publics.”⁵

Another definition of the process of tabloidization has been presented by Rodrigo Uribe and Barrie Gunter in their study on the tabloidization of British tabloids in which they used a three-level operational characterization consisting of *range*, *form* and *style*. Uribe and Gunter define *range* as: “decreasing proportion of page space devoted to the provision of information (news items) as compared to other items (i.e. entertainment and service)”⁶ as well as the preference of home news and soft news as opposed to the focus on foreign affairs and hard news. *Form* has been defined as a less amount of space dedicated to text and more to the visual aspects including headlines and pictures of the news stories and *style* is understood as the way in which news stories are personalized and as: “the presentation of public figures as private persons.”⁷

The term tabloidization is also connected and it overlaps with terms such as infotainment, softening of news and the distinction between hard and soft news and these terms as well as the term news values will be discussed in the following sections.

⁵ Tomáš Trampota and Jakub Končelík, The Tabloidization of the Czech daily press, in Making Democracy in 20years: Media and Politics in Central and Eastern Europe, Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, 2011, 287.

⁶ Rodrigo Uribe and Barrie Gunter, “Research Note: The tabloidization of British Tabloids,” *European Journal of Communication* 19, no. 2(2004): 390.

⁷ Rodrigo Uribe and Barrie Gunter, “Research Note: The tabloidization of British Tabloids,” *European Journal of Communication* 19, no. 2(2004): 390.

1.4 News Values and What Makes a Story Newsworthy

In order to analyze a news story, it is first important to understand what makes a story newsworthy. The term “news values” has been defined in its basic form as: “factors that take an event into the news.”⁸ In other words, news values determine what makes a story newsworthy. According to Bednarek and Caple there are nine major news values which determine the newsworthiness and these include Negativity, Timeliness, Proximity, Prominence, Consonance, Impact, Novelty, Superlativeness and Personalization.

Negativity is one of the most prominent news values as news stories are often focused on negative happenings which include accidents, deaths, catastrophes and such and therefore it is usually referred to as “the basic news value.” However, not all news stories are negative in nature and positive news stories occur as well. The rest of the news values is summarized in Table 1.

Table 1: Summary of news values according to Bednarek and Caple⁹

Negativity	negative aspects of an event
Timeliness	the relevance of the event in terms of time
Proximity	the geographical and/or culture nearness of the event
Prominence	the high status of the individual, organization or nations involved in the event
Consonance	the extent to which aspects of a story fit in with stereotypes that people may hold about the events and people portrayed in it
Impact	the effects or consequences of an event

⁸ Monika Bednarek and Helen Caple, *News Discourse* (London: Continuum International Publishing Group, 2012), 39.

⁹ Monika Bednarek and Helen Caple, *News Discourse* (London: Continuum International Publishing Group, 2012), 41.

Novelty	the unexpected aspects of an event
Superlativeness	the maximized or intensified aspects of an event
Personalization	the personal or human interest aspects of an event

From the definition of tabloidization presented in the previous section stating that in the process of tabloidization certain events (news values) are selected and from looking at the summary of news values in Table 1, we can see that news values such as negativity (focus on scandals, death and affairs etc.), proximity (preference of home news over foreign news), superlativeness (presenting news in a dramatized narrative form) and personalization (the presentation of public figures as private persons) are essential to the process of tabloidization.

1.5 News Values and Photography

News values are not strictly connected to the textual form of a news story, but to the visual aspects accompanying the story as well. One of the means of how tabloidization is achieved is through devoting more space to the visual aspects of the news story, focusing on headlines and pictures, than to the text itself.

From a historical point of view, print news stories had been text-dominated, but this has changed and nowadays pictures, illustrations and images may dominate the text and when examining the visual aspect of a news story, it is important to examine the communicative functions of images.

Images may serve as adjuncts and illustrations to the more important textual form of a news story. They may serve as evidence – a truth telling role which guarantees objectivity or as a symbol representing a key moment in a history or it may simply have an aesthetic value, but with the emergence of tabloid press a different communicative function has emerged and that is an image that functions as a sensation and that heavily relies on photography.

When analyzing an image, we ask the same question as with the analysis of a text and that is “what makes an image that establishes an event newsworthy?” Cople

defines images on two levels and these consist of the denotative and connotative aspects. The denotative aspects represent the happenings in the image and the contextualization of the participants in terms of circumstances, locations and activities they are engage in. The connotative aspects include technical aspects of images such as focal length (how much in focus), lens (how distorted/natural/condensed the shot) or angle (how high or low the angle).¹⁰

Caple further defines and connects news values with different camera techniques and content in the images which are summarized in Table 2.

Table 2: Summary of news values and key devices in image according to Caple¹¹

News value	Key devices in image
Negativity	<p>images of negative events and their effects</p> <p>high camera angle, putting viewer in dominant position (often used with photographs of offenders/prisoners of war)</p> <p>camera movement and blurring, combined with camera-people moving around, running, ducking to avoid missiles etc</p>
Timeliness	<p>indications of time in the images, e.g. the season may be implied in flora or environmental conditions, inclusion of cultural artifacts representative of event</p>
Proximity	<p>images of well- known or iconic landmarks, natural features or cultural symbols</p>
Prominence	<p>images depicting easily recognizable key figures, people in uniform, showing elements like microphones/cameras, media scrum, being flanked by military, police or bodyguards</p>

¹⁰ Helen Caple, *Photojournalism: A Social Semiotic Approach* (London:Palgrave Macmillan, 2013), 38.

¹¹ Helen Caple, *Photojournalism: A Social Semiotic Approach* (London:Palgrave Macmillan, 2013), 52.

	low camera angle indicating status of participant in image
Consonance	Images that fit with the stereotypical imagery of an event/person/country etc.
Impact	images showing the after-effects (often negative) of events, e.g. scenes of destructions sequence of moving images that convey cause and effect relations
Novelty	depictions of people being shocked/surprised juxtaposition of elements in the frame that create stark contrast
Superlativeness	placement of elements of different size next to each other, repetition of key elements in the image frame, depiction of extreme emotions in participants use of specific lens and angle settings to exaggerate or condense size difference
Personalization	Images of individuals, especially when using close-up and showing an emotional response and when individual is not acting in a professional role

1.6 Infotainment

The term infotainment has been associated with the emergence of cable television programming in the USA in the second half of the 20th century. The term itself is a blend of two words *information* + *entertainment* and infotainment used to referred to a type of a television program that combines or blurs the traditional distinction between information-oriented and entertainment-based genres of television programming, but now it has spread across all types of media.

Infotainment has also been associated with the decline of hard news and it has often been used interchangeably with the term soft news and tabloidization. The influence of infotainment on news reporting has been seen in the form and the way news is presented. Events, issues and situations are presented in a dramatized narrative form that focuses on emotion, visual imagery and personally driven narratives that are both informative and entertaining. The result of the influence of infotainment has mostly been seen in ways we perceive news and make distinctions between factual base news reporting and entertainment. This point has been stressed in Geoffrey Baym's article on infotainment.

"Infotainment calls into question a number of other traditional distinctions, including those between politics and show business, public affairs and popular culture, and even factual and fictional media forms."¹²

However, it has also been argued that the positive effect of infotainment lies in the fact that it has the potential of reaching audiences that otherwise might not be interested in certain types of news and informing them about issues that might not reach them otherwise.

1.7 Hard News vs. Soft News

The distinction between hard news and soft news is not an easy one to make due to the fact that many authors used these terms ambiguously, because they are not clearly defined. In her study, Tuchman addresses this issue and she categorizes five different types of news: hard news, soft news, spot news, developing news and continuing news. The main distinction between these categories being hard news and soft news defined by journalists as: "hard news story is "interesting to human beings" and a soft news story is "interesting because it deals with the life of human

¹² Baym, Geoffrey. "Infotainment." *The International Encyclopedia of Communication*. Donsbach, Wolfgang (Ed). Blackwell Publishing, 2008. Blackwell Reference Online. 28 January 2018
<http://www.communicationencyclopedia.com/subscriber/tocnode?id=g9781405131995_chunk_g9

beings,”¹³ however, she stresses that journalists themselves had difficulties agreeing on what is considered hard news and what is considered soft news.

Almost 40 years later, in their study Reinemann, Stanyer, Scherr, Legnante are still trying to define hard news and soft news and the situation is further complicated by the ambiguous use of terms such as “softening of news,” “tabloidization” and “Infotainment.”

“hard or soft news and similar terms are *not* used to describe *single characteristics* of news reports (e.g. its topic), but rather to describe a specific *set of characteristics* combined in news items.”¹⁴

The problem that arises is that authors use either a uni-dimensional approach where they focus on one single dimension (e.g. topic) to distinguish between hard and soft news or they use a multi-dimensional approach where they also differ in the number and combination of dimension that they use to distinguish between hard and soft news.

According to Reinemann, Stanyer, Scherr, Legnante there are five dimensions that are most used to distinguish between hard and soft news and these are topic/events, news production, news focus, news style and news reception. Topic and event refer to the subject matter of the news (e.g. politics, sports or culture). News production focuses on circumstances of the news production process (e.g. immediate urgency of hard news). News focus refers to what aspects of topic/event are stressed. News style focuses on the way news are presented and news reception refers to “audience- or effect related characteristics in their definition.”¹⁵

Most studies on hard and soft news considered sport news to be soft by its nature with its main purpose being to entertain its audience, but I would argue that even in sports, the distinction between hard and soft news can be made. Sport news

¹³ Tuchman, Gaye. “Making News by Doing Work: Routinizing the Unexpected.” *American Journal of Sociology*, 79, no. 1(1973): 110-131.

¹⁴ Carsten Reinemann, James Stanyer, Sebastian Scherr and Guido Legnante, “Hard and Soft news: A review of concepts, operationalizations and key findings,” *Journalism* 13, no. 2(2011): 223.

¹⁵ Carsten Reinemann, James Stanyer, Sebastian Scherr and Guido Legnante, “Hard and Soft news: A review of concepts, operationalizations and key findings,” *Journalism* 13, no. 2(2011): 226.

no longer consists of results of matches, player ratings, interviews with players or topic articles related to an ongoing sport event, but they also focus on personal lives of sport figures and their lifestyle.

For the distinction between hard and soft news in sports, I will use the categories of news production – the immediate urgency of sport news consisting of sport results, analysis of matches, player ratings etc. that are connected with the ongoing happenings in the world of sport. News focus – what aspects of sport news are stressed and the distinction between thematic framing of news indicating hard news and episodic framing focusing on individuals indicating soft news and the last category will be news style - how sport news are presented and the distinction between factual, text oriented style indicating hard news as opposed to personalized style that heavily relies on the visual aspect of a news story indicating soft news.

Chapter 2

Methodology

2.1 Quantitative Content Analysis

For the analytic part of this thesis, first, a quantitative content analysis will be carried out for the reason that we will be dealing with large amount of texts in both print and online form and as it is often used in studies that focus on tabloidization and the analysis of the texts as well as the research questions were inspired by the study of Rodrigo Uribe and Barrie Gunter *The Tabloidization of British Tabloids* from 2004.

Content analysis in general can be applied to written texts both in digital and print form as well as to visual media such as pictures and photographs which is ideal for this type of research as we will be dealing with sport articles in print and online form and we will be analyzing their content and visual aspects.

Quantitative content analysis requires high standardization which provides reliability, but it also involves reduction of information based on the limited choice of categories that are chosen for the analysis which may lead to relatively low validity. The opposite is seen in the qualitative content analysis which does not require high standardization which may lead to relatively low reliability, but because the research is not limited by the choice of categories, it has the potential for high validity.¹⁶

One of the strengths of the quantitative content analysis is that it is replicable and the analysis of the text consists of classifications of parts of the text by applying a structured and systematic coding scheme from which we draw conclusions about the content of the text and in theory other researchers might be able to reproduce the study.¹⁷

In the following sections of this thesis I will present the outline of my research consisting of the coding unit in which I will present and characterize Sport and Sports

¹⁶ Miroslav Disman, *Jak se vyrábí sociologická znalost* (Praha: Nakladatelství karolinum, 2002), 287.

¹⁷ Susan Rose, Nigel Spinks and Ana Isabel Canhoto, *Management Research: Applying the principles* (London: Routledge, 2015), 117.

Illustrated and then I will present the research questions after which I will introduce the coding scheme that will be the base for this research.

2.2 Coding Unit

The coding unit will consist of title pages, articles, pictures and photographs which were collected over a two months period from July to August 2017, however, advertisements, TV programs and inboxes will be excluded from the analysis. As a representing sample unit, the Friday print edition of Sport was chosen consisting of both the newspaper and its magazine and the collection of online articles that appeared on Sport's web page <https://isport.blesk.cz/> on each Friday over the two months period.

Sport was chosen as it is a leading newspaper that is solely focusing on sport news and it is the only national daily newspaper that reports on ongoing sport events from a wide variety of sports for more than a half a century. Sport provides results from all types of sports, it covers current sport news and it provides interviews with athletes as well as topic related articles and analysis of sport matches and therefore it represents an ideal sample of the current sport news reporting in the Czech Republic.

The same coding unit was chosen for the Sports Illustrated that also covers the two months period of July and August, however, not all issues were analyzed due to the fact that Sports Illustrated publishes issues that are focused on specific topics such as the college football preview that would not represent the variety of sport news and articles that the typical issue of Sports Illustrated covers, instead one more issue from September 18 was chosen to make it a total of six issues. Online news articles were also collected from the Sports Illustrated web page <https://www.si.com/> on the same day the respective issues over the two months period were published.

Sports Illustrated is one of the most widespread sport magazines in the USA that focuses, same as Sport, on all types of sports and it provides an overall coverage of sports since the 1950s and it represents an ideal sample of the current sport news reporting in the USA.

2.3 Research Questions

The aim of this thesis is to determine to what extent tabloidization has influenced sport news reporting in the Czech Republic and in the USA and the researcher questions were based on the means of tabloidization presented in the section 1.3. Specific means of tabloidization include the preference of home and soft news over hard and foreign news, increasing space of news stories that is devoted to the visual aspects including pictures, headlines and photographs and personalization of news stories where public figures are presented as private persons. The research questions are summarized in Table 3.

Table 3: Research questions

Research questions	
RQ no. 1	What is the ratio between hard and soft news?
RQ no. 2	What is the ratio between home and foreign news?
RQ no. 3	To what extent is the content of the news personalized?
RQ no. 4	How much space is devoted to the visual aspects (pictures, photography and headlines) of the overall space of the articles?

2.4 Coding Scheme

In this section, I will present the coding scheme which involves the classification of rules that will be used for assessing each category that will be applied to the coding unit and from which the results will be drawn. The categories and the rules by which each category will be assessed are presented in the coding book with the exception

of online articles for which the categories of text size, headline size and size of visual aspects were replaced by categories of the presence of the name of the author and presence of a gallery or a video due to the specific nature of online news that will be discussed in more detail in chapter 3.

Coding book

Category	Variable	Specifications
Year		
Month		
Day		
Issue		
Name of the newspaper/magazine		
Type of news	1 - Hard news	as defined in section 1.6
	2 - Soft news	as defined in section 1.6
	3 - Other news	
Location of news	1 - Home news	
	2 - Foreign news	
	3 - Other news	
Text size	Ratio of the size of the text in percentages	size of text in comparison to the rest of the article
Headline size	Ratio of the size of the headline in percentages	size of headline in comparison to the rest of the article
Size of visual aspects	Ratio of the size of visual aspects in percentages	size of visual aspects in comparison to the rest of the article
	No visual aspects	

Number of visual aspects	Number of pictures and photographs per article	
Personalization	1 - Focus on private life of a public person	article is solely focused on the private life of a public figure
	2 - Focus on private and professional life of a public person	public figure is presented as a private person
	3 – No aspects of personalization	

Chapter 3

Results (Sport)

3.1 Introduction to Results

In the following three chapters, I will present the results of the quantitative content analysis which were divided into three parts. Chapter three will focus on the results of Sport that is the newspaper, magazine and online articles and each category that was assessed will be presented separately and commented on. Chapter four will be identical to chapter three and it will focus on the results from Sports Illustrated that is the magazine and online articles and in chapter five, I will compare the results from Sport and Sports Illustrated in relation to the research questions.

3.2 Sport: Ratio of Hard News and Soft News

Table 5 (overall results)

	Hard News	Soft News	Overall Percentages	Number of articles
Sport Newspaper	72,7%	27,3%	100%	271
Sport Magazine	57,6%	42,4%	100%	65
Sport Online	63,3%	36,7%	100%	211

One of the means of tabloidization is the preference of soft news over hard news and from the results in Table 5, we can see that this is not the case in the printed version of Sport Newspaper. Out of the 271 articles that were analyzed, 72,7% were hard news and 27,3% were soft news. The printed version of Sport newspaper consists mainly of hard news and the soft news were mostly represented by articles that fall into the category VIP Sport that is located at the end of the newspaper and it focuses on private lives of sport figures and this category is more prominent in the online

version of Sport and therefore we can see an increase by almost 10% in the Sport Online news reporting. The online version of Sport consisted of 63,3% hard news and 36,7% soft news and even further increase of soft news in Sport Magazine with 42,4% of soft news 57,6% of hard news. The printed version of Sport mainly consisted of hard news, however, Sport Magazine and Sport Online showed increase in the number of soft news and the results from all the issues of Sport Newspaper, Sport Magazine and Sport Online are presented in Table 6.

Table 6 (results from every issue that was analyzed)

	7. July	14. July	21. July	28. July	4. August	11. August	18. August	25. August
Sport Newspaper								
Hard News	71,4%	81,8%	73,5%	64,7%	72,7%	66,7%	70,4%	80,5%
Soft News	28,6%	18,2%	26,5%	35,3%	27,3%	33,3%	29,6%	19,5%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	35	33	34	35	33	33	27	41
Sport Magazine								
Hard News	66,7%	28,7%	62,5%	90,9%	12,5%	83,4%	71,4%	44,4%
Soft News	33,3%	71,4%	37,5%	9,1%	87,5%	16,6%	28,6%	55,6%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	9	7	8	11	8	6	7	9

Sport Online								
Hard News	53,3%	76,2%	61,5%	47,4%	68,8%	65,5%	54,8%	78,9%
Soft News	46,7%	23,8%	38,5%	52,6%	31,2%	34,5%	45,2%	21,1%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	15	21	26	19	32	29	31	38

3.3 Sport: Ratio of Home News and Foreign News

Table 7 (overall results)

	Home News	Foreign News	Overall Percentages	Number of articles
Sport Newspaper	70,3%	29,7%	100%	271
Sport Magazine	69%	31%	100%	65
Sport Online	73%	27%	100%	211

Another means of tabloidization is the preference of home news over foreign news and from Table 7, we can see that the focus on home news is prominent in all three versions of Sport that were analyzed. Sport newspaper consisted of 70,3% home news and only 29,7% of foreign news and similar results can be seen in Sport Magazine with 69% of home news and 31% of foreign news and Sport Online consisted of 73% home news and 27% of foreign news. The preference of home news over foreign news is consistent across all three versions of Sport and the results from all the issues of Sport Newspaper, Sport Magazine and Sport Online are presented in Table 8.

Table 8	7. July	14. July	21. July	28. July	4. August	11. August	18. August	25. August
Sport Newspaper								
Home News	57,1%	70%	67,7%	76,5%	69,7%	69,7%	74,1%	73%
Foreign News	42,9%	30%	32,3%	23,5%	30,3%	30,3%	25,9%	27%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	35	33	34	35	33	33	27	41
Sport Magazine								
Home News	66,7%	100%	62,5%	90,9%	75%	50%	57,1%	50%
Foreign News	33,3%	0%	37,5%	9,1%	25%	50%	42,9%	50%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	9	7	8	11	8	6	7	9
Sport Online								
Home News	60%	90,5%	80,8%	73,7%	65,6%	82,8%	51,6%	78,9%
Foreign News	40%	9,5%	19,2%	26,3%	34,4%	17,2%	48,4%	21,1%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	15	21	26	19	32	29	31	38

3.4 Sport: Personalization

Table 9 (overall results)

	Focus on private life of a public person	Focus on private and professional life of a public person	No aspects of personalization	Overall Percentages	Number of articles
Sport Newspaper	7,3%	18,7%	74%	100%	271
Sport Magazine	11,4%	38,8%	49,8%	100%	65
Sport Online	18,4%	28,1%	53,5%	100%	211

Personalization shows a similar case as the ratio of hard and soft news. Sport Newspaper showed little in the way of personalization with 7,3% of news that were solely focused on private lives of sport figures and this accounted for the aforementioned category of VIP Sport and 18,7% of articles mixed private and professional lives of sport figures and the majority of articles showed no aspects of personalization with 74%, however, Sport Magazine and Sport Online showed significant increase in personalization of sport news. Sport Magazine is heavily focused on the lifestyle of sport figures and it presents sport public figures as private persons with 38,8% and 11,4% of articles were solely focused on private lives of sport figures which gives a combine total of 50,2% of articles that were personalized and we can see similar numbers in Sport Online with slight increase of articles that solely focus on private lives of sport figures which once again accounts for the online version of VIP Sport and together with articles that presented public figures as private persons this gives us a combine total of 46,5% of articles that were personalized. Sport Newspaper showed a combine total of 26% of articles that were personalized which suggests a rather low personalization of news, however, Sport Magazine and Sport Online showed a significant increase of personalization with 50,2% and 46,5% of news that were personalized and the results from all the issues of Sport Newspaper, Sport Magazine and Sport Online are presented in Table 10.

Table 10	7. July	14. July	21. July	28. July	4. August	11. August	18. August	25. August
Sport Newspaper								
Focus on private life of a public person	0%	3,1%	6%	2,9%	9,3%	15,6%	11,6%	10%
Focus on private and professional life of a public person	26,9%	25%	15,2%	20,6%	18,8%	8,6%	15,4%	19,3%
No aspects of personalization	73,5%	71,9%	78,8%	76,5%	71,9%	75,8%	73%	70,7%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	35	33	34	35	33	33	27	41
Sport Magazine								
Focus on private life of a public person	12,5%	28,6%	14,2%	0%	25%	0%	0%	11,1%
Focus on private and professional life of a public person	37,5%	42,8%	42,9%	40%	62,5%	0%	28,6%	55,6%
No aspects of personalization	50%	28,6%	42,9%	60%	12,5%	100%	71,4%	33,3%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	9	7	8	11	8	6	7	9

Sport Online								
Focus on private life of a public person	33,4%	4,7%	26,9%	21%	15,6%	24,1%	16,1%	5,3%
Focus on private and professional life of a public person	33,3%	28,6%	19,3%	21%	28,1%	31%	45,2%	18,4%
No aspects of personalization	33,3%	66,7%	53,8%	58%	56,3%	44,9%	38,7%	76,3%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	15	21	26	19	32	29	31	38

3.5 Sport: Number of Visual Aspects, Text, Headline and Size of Visual Aspects

Table 11 (overall results)

	Number of Visual Aspects	Text Size	Headline Size	Size of Visual Aspects	Overall Percentage	Number of articles
Sport Newspaper	1,3	56,9%	17,1%	26%	100%	271
Sport Magazine	2,3	43,4%	11,5%	45,1%	100%	65

From Table 11, we can see that the size of visual aspects in Sport Newspaper is 26% and that includes pictures, photographs, graphs and such combine with the size of headlines being 17,1%, we get a combine total of 43,1% which means that almost half of a typical news article in Sport Newspaper is occupied by visual aspects and headlines with 1,3 number of visual aspects per article and this does not include the

headlines. Sport Magazine relies even more heavily on the visual aspects of its articles with 43,4% being the size of visual aspects and 11,5% being the size of headlines which gives us a combine total of 54,9% with increase number of visual aspects being 2,3 per article and this means that more than a half of a size of a typical article in Sport Magazine is devoted to the visual aspects and headlines of a news story. In both Sport Newspaper and Sport Magazine the space devoted to the visual aspects and headlines of a news story is significant. In Sport Newspaper being almost half of the news story and in Sport Magazine being slightly more than a half of a news story and the results from all the issues of Sport Newspaper and Sport Magazine that were analyzed are presented in Table 12.

Table 12	7. July	14. July	21. July	28. July	4. August	11. August	18. August	25. August
Sport Newspaper								
Number of Visual Aspects	1,5	1,2	1,4	1,6	1,3	1	1,4	1
Text size	56,5%	60,7%	58,5%	51,4%	53,1%	56%	58,3%	60,9%
Headline Size	17,4%	15,7%	16,8%	17,5%	18,3%	17,7	17,3%	16,2%
Size of Visual Aspects	26,1%	23,6%	24,7%	31,1%	28,6%	26,3%	24,4%	22,9%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	35	33	34	35	33	33	27	41

Sport Magazine								
Number of Visual Aspects	1,8	2,2	1,6	1,7	2,6	2,9	3,8	2,1
Text Size	47%	34,6%	52,4%	44%	45,1%	42,8%	39%	42,6%
Headline Size	12,9%	11,7%	12,8%	9,7%	8,4%	7,9%	9,3%	18,9%
Size of Visual Aspects	40,1%	53,7%	34,8%	46,3%	46,5%	49,3%	51,7%	38,5%
Overall Percentage	100%	100%	100%	100%	100%	100%	100%	100%
Number of Articles	9	7	8	11	8	6	7	9

3.6 Sport: Online Articles

Table 13 (overall results)

	Number of Photographs	Name of the Author	Gallery	Video	Number of articles
Sport Online	12,1	30,2%	79,8%	37,3%	211

Due to the specific nature of online articles, size of texts, headlines and visual aspects were not measured, because headlines are standardized and a same font and size is used for all of them and some articles are attached with a video or a gallery that can consist of 20 or more photographs therefore it would not make sense to measure the ratio between a text size and a size of visual aspects. Instead these

categories were replaced by the presence of the name of an author of an article, a presence of a gallery and the number of photographs in a gallery and the presence of a video.

In Table 13, we can see that the name of an author of an article was present only in 30,2% of 211 articles that were analyzed and the rest of the articles that being 69,8% did not have the author's name, instead a nickname or a source of the information was given in place where the name of the author should have been. A gallery was attached to 79,8% of the 211 articles with an average of 12,1 photographs per gallery and a video was attached to only 37,3% of the analyzed articles. From the results in Table 13, we can see that almost 70% of the articles were without the author's name and that online articles heavily rely on attached galleries and photographs, but not so much on the presence of a video and the results from all the online articles that were analyzed are presented in Table 14.

Table 14	7. July	14. July	21. July	28. July	4. August	11. August	18. August	25. August
Sport Online								
Number of visual aspects	12,2	15	8,8	12,6	10,3	13,7	14,5	9,3
Name of the author	20%	28,6%	42,3%	31,6%	34,4%	27,6%	25,8%	31,6%
Gallery	66,7%	85,7%	76,9%	84,2%	75%	86,2%	90,3%	73,7
Video	26,7%	14,3%	38,5%	42,1%	50%	48,3%	41,9%	36,8%
Number of Articles	15	21	26	19	32	29	31	38

Chapter 4

Results (Sports Illustrated)

4.1 Sports Illustrated: Ratio of Hard News and Soft News

Table 15 (overall results)

	Hard News	Soft News	Overall Percentages	Number of articles
Sports Illustrated	59,3%	40,7%	100%	129
Sports Illustrated Online	61,4%	38,6%	100%	158

From Table 15, we can see that the ratio of hard news and soft news from the printed version of Sports Illustrated is 59,3% hard news and 40,7% soft news out of 129 articles and a similar ratio can be seen in the online version of Sports Illustrated and that is 61,4% hard news and 38,6% soft news out of 158 articles and although the preference is still in favor of hard news, the percentage of soft news is quiet high. Both the printed version of Sports Illustrated and its online articles show similar ratio of hard and soft news which is still in favor of hard news, but the percentage of soft news shows that almost four out of ten articles are soft news and the rest of the results from all the articles that were analyzed from the printed version of Sports Illustrated and its online articles are presented in Table 16.

Table 16	3. July	17. July	24. July	7. August	28. August	18. September
Sports Illustrated						
Hard News	65,5%	68,2%	50%	52,4%	61,1%	59,1%
Soft News	34,5%	31,8%	50%	47,6%	38,9%	40,9%
Overall Percentage	100%	100%	100%	100%	100%	100%
Number of Articles	29	22	22	21	17	23
Sports Illustrated Online						
Hard News	62,5%	46,2%	58,3%	66%	81,3%	54,3%
Soft News	37,5%	53,8%	41,7%	34%	18,7%	45,7%
Overall Percentage	100%	100%	100%	100%	100%	100%
Number of Articles	16	13	12	50	32	35

4.2 Sports Illustrated: Ratio of Home News and Foreign News

Table 17 (overall results)

	Home News	Foreign News	Overall Percentages	Number of articles
Sports Illustrated	89,8%	10,2%	100%	129
Sports Illustrated Online	73%	27%	100%	158

The preference of home news over foreign news is apparent from Table 17 which shows a high percentage of home news 89,8% in the printed version of Sports Illustrated and a slightly lower percentage of home news in the online articles with 73%, but both the printed version of Sports Illustrated and its online articles show a clear preference of home news over foreign news and the rest of the results from all the articles that were analyzed from the printed version of Sports Illustrated and its online articles are presented in Table 18.

Table 18	3. July	17. July	24. July	7. August	28. August	18. September
Sports Illustrated						
Home News	86,2%	13,8%	90,9%	81%	83,3%	100%
Foreign News	90,9%	9,1%	9,1%	19%	16,7%	0%
Overall Percentage	100%	100%	100%	100%	100%	100%
Number of Articles	29	22	22	21	17	23

Sports Illustrated Online						
Home News	75%	92,3%	100%	100%	84,4%	97,1%
Foreign News	25%	7,7%	0%	0%	15,6%	2,9%
Overall Percentage	100%	100%	100%	100%	100%	100%
Number of Articles	16	13	12	50	32	35

4.3 Sports Illustrated: Personalization

Table 19 (overall results)

	Focus on private life of a public person	Focus on private and professional life of a public person	No aspects of personalization	Overall Percentages	Number of articles
Sports Illustrated	12,9%	39,4%	47,7%	100%	129
Sports Illustrated Online	23,6%	26,8%	49,6%	100%	158

From Table 19, we can see that both the printed version of Sports Illustrated and the online articles have approximately half of their articles personalized. Sports Illustrated showed a high percentage of articles that presented sport public figures as private persons with 39,4% and combine with articles that were solely focused on private lives of sport figures being 12,9%, we get a total of 52,3% out of 129 articles that were personalized. The online articles showed a much more even ratio between

articles solely focused on private lives of sport figures with 23,6% and articles focused on both the private and professional lives of sport figures with 26,8%, we get a combine total of 50,4% of articles that were personalized. Both the printed version of Sports Illustrated and the online articles had more than half of their articles personalized and the rest of the results from all the articles that were analyzed from the printed version of Sports Illustrated and its online articles are presented in Table 20.

Table 20	3. July	17. July	24. July	7. August	28. August	18. September
Sports Illustrated						
Focus on private life of a public person	14,3%	9,5%	28,6%	25%	0%	0%
Focus on private and professional life of a public person	53,6%	33,3%	33,3%	25%	41,2%	50%
No aspects of personalization	32,1%	57,2%	38,1%	50%	58,8%	50%
Overall Percentage	100%	100%	100%	100%	100%	100%
Number of Articles	29	22	22	21	17	23

Sports Illustrated Online						
Focus on private life of a public person	25%	53,8%	16,7%	18%	5,2%	22,9%
Focus on private and professional life of a public person	25%	15,4%	33,3%	36%	31,3%	20%
No aspects of personalization	50%	30,8%	50%	46%	62,5%	57,1%
Overall Percentage	100%	100%	100%	100%	100%	100%
Number of Articles	16	13	12	50	32	35

4.4 Sports Illustrated: Number of Visual Aspects, Text, Headline and Size of Visual Aspects

Table 21 (overall results)

	Number of Visual Aspects	Text Size	Headline Size	Size of Visual Aspects	Overall Percentages	Number of articles
Sports Illustrated	2,5	45,3%	9,6%	45,1	100%	129

The Table 21 shows a high percentage of the size of visual aspects 45,1% with 2,5 number of visual aspects per article and together with the size of headlines being 9,6%, we get a combine total of 54,7% of the total space that was devoted to the visual side and headlines of the 129 articles that were analyzed. The printed version of Sports Illustrated showed that more than a half of the article space was devoted to the visual aspects and headlines and the rest of the results from all the articles that were analyzed from the printed version of Sports Illustrated are presented in Table 22.

Table 22	3. July	17. July	24. July	7. August	28. August	18. September
Sports Illustrated						
Number of Visual Aspects	2,6	2	2,4	2,3	2,5	2,9
Text Size	46,9%	49,8%	39,7%	49,3%	44,2%	35,8%
Headline Size	9,4%	12,1%	9,9%	8,9%	9,8%	11,8%

Size of Visual Aspects	43,7%	38,1%	50,4%	41,8%	46%	52,4%
Overall Percentage	100%	100%	100%	100%	100%	100%
Number of Articles	29	22	22	21	17	23

4.5 Sports Illustrated: Online Articles

Table 23 (overall results)

	Number of Photographs	Name of the Author	Gallery	Video	Number of articles
Sports Illustrated Online	4,1	89,2%	14,5%	87,9%	158

The online articles that appeared on the Sports Illustrated website showed a high reliance on video material that was attached to the articles with 87,9% of the analyzed articles had an attached video and a rather low reliance on photographs and pictures as only 14,5% of articles had an attached gallery with the average of 4,1 photographs per gallery and also almost all articles had the name of the author of that articles with 87,9% and the rest of the results from all the articles that were analyzed from the online version of Sports Illustrated are presented in Table 24.

Table 24						
Sports Illustrated Online	3. July	17. July	24. July	7. August	28. August	18. September
Number of Visual Aspects	4,3	4,3	5,5	1,9	6	2,9
Name of the Author	81,3%	84,6%	75%	100%	100%	94,3%
Gallery	25%	23%	16,7%	4%	9,4%	8,6%
Video	50%	100%	100%	98%	90,6%	88,6%
Number of Articles	16	13	12	50	32	35

Chapter 5

Results (research questions)

RQ No. 1: What is the ratio between hard and soft news?

Table 25 (overall results from Sport and Sports Illustrated)

	Hard News	Soft News	Overall Percentages	Number of articles
Sport Newspaper	72,7%	27,3%	100%	271
Sport Magazine	57,6%	42,4%	100%	65
Sport Online	63,3%	36,7%	100%	211
Sports Illustrated	59,3%	40,7%	100%	129
Sports Illustrated Online	61,4%	38,6%	100%	158

In all the analyzed articles from all the versions of Sport and Sports Illustrated, the ratio of hard news and soft news was never in favor of soft news, but only the printed version of Sport Newspaper showed little presence of soft news with only 27,3% which accounts for the category of VIP Sport that focuses on private lives of sport public figures and which can be assessed as a sign of tabloidization, but it occupies only a small percentage of the overall space of the newspaper which is still mostly focused on hard news represented by results and analysis of sport matches, player ratings and interviews with players, however, the rest of the analyzed articles showed increased percentage of soft news as compared to Sport Newspaper. Sport Magazine and the printed version of Sports Illustrated showed just under 60% of hard news and 40% of soft news and similar results can be seen in the online versions of Sport and Sports Illustrated and this increased presence of soft news suggests

tabloidization, however, the preference of hard news over soft news remains for all the analyzed versions of Sport and Sports Illustrated.

RQ No. 2: What is the ratio between home and foreign news?

Table 26 (overall results from Sport and Sports Illustrated)

	Home News	Foreign News	Overall Percentages	Number of articles
Sport Newspaper	70,3%	29,7%	100%	271
Sport Magazine	69%	31%	100%	65
Sport Online	73%	27%	100%	211
Sports Illustrated	89,8%	10,2%	100%	129
Sports illustrated Online	73%	27%	100%	158

The ratio between home news and foreign news is clearly in favor of home news across all the versions of Sport and Sports Illustrated. Both the printed version of Sport Newspaper and Sport Magazine showed around 70% preference for home news and both the online versions of Sport and Sports Illustrated showed 73% preference for home news and the printed version of Sports Illustrated showed even higher preference of home news with almost 90%. The preference of home news and the focus of all the analyzed versions of Sport and Sports Illustrated on happenings in their respective countries is apparent and therefore it can be assessed as a sign of tabloidization.

RQ No. 3: To what extent is the content of the news personalized

Table 27 (overall results from Sport and Sports Illustrated)

	Focus on private life of a public person	Focus on private and professional life of a public person	No aspects of personalization	Overall Percentages	Number of articles
Sport Newspaper	7,3%	18,7%	74%	100%	271
Sport Magazine	11,4%	38,8%	49,8%	100%	65
Sport Online	18,4%	28,1%	53,5%	100%	211
Sports Illustrated	12,9%	39,4%	47,7	100%	129
Sports Illustrated Online	23,6%	26,8%	49,6%	100%	158

Out of all the analyzed articles, only the printed version of Sport Newspaper showed little in the way of personalization with only 26% of the 271 articles that were personalized, however, all the other analyzed versions of Sport and Sports Illustrated showed that around 50% of their articles were personalized. Sport Magazine and the printed version of Sports Illustrated mostly mixed private and professional lives of sport public figures and presented sport figures as private persons with around 40% of their articles and slightly above 10% of their articles were solely focused on private lives of sport figures. Both the online versions of Sport and Sports Illustrated showed a much more even ratio of articles that solely focused on private lives of sport figures and that mixed private and professional lives of sport figures. The printed version of Sport Newspaper did not show significant percentages of personalization, but the increase in personalization which accounted for half of the articles in Sport Magazine and Sports Illustrated and its online articles can be assessed as sign of tabloidization.

RQ No. 4: How much space is devoted to the visual aspects (pictures, photography and headlines) of the overall space of the articles?

Table 28 (overall results from Sport and Sports Illustrated)

	Number of Visual Aspects	Text Size	Headline Size	Size of Visual Aspects	Overall Percentage	Number of articles
Sport Newspaper	1,3	56,9%	17,1%	26%	100%	271
Sport Magazine	2,3	43,4%	11,5%	45,1%	100%	65
Sports Illustrated	2,5	45,3%	9,6%	45,1%	100%	129

The printed version of Sports Illustrated and Sport Magazine showed that more than a half of the overall article space is devoted to the visual aspects including pictures, photographs and headlines and the printed version of Sport Newspaper showed just under half of the overall space with 43,1% of a typical Sport article is devoted to the visual aspects and headlines. Sport Newspaper also had the highest average of headlines with 17,1% whereas Sport Magazine and Sports Illustrated had around 10% and we can also see an increase in the total number of visual aspects from Sport Newspaper with 1,3 to more than 2 with Sports Illustrated and Sport Magazine. The space devoted to visual aspects in Sports Illustrated and Sport Magazine is more than half of the overall space, specifically 54,7% with Sports Illustrated and 56,6% with Sport Magazine, and Sport Newspaper showed that just under half of the overall space is devoted to the visual aspects of a news article which can also be assessed as a sign of tabloidization.

**Table 29 (overall results from Sport Online and Sports Illustrated Online)
Comparison: Sport Online vs. Sports Illustrated Online**

	Number of Photographs	Name of the Author	Gallery	Video	Number of articles
Sport Online	12,1	30,2%	79,8%	37,3%	211
Sports Illustrated Online	4,1	89,2%	14,5%	87,9%	158

Once again, due to the specific nature of online articles these categories were not included in the research questions, but it is interesting to notice the difference between the online reporting of sport news in Sport and Sports Illustrated. The first difference is the lack of the name of an author of an article in the online version of Sport, only 30,2% of the analyzed articles had the author's name as opposed to the 89,2% of articles that appeared on Sports Illustrated website and the lack of the name of an author of an article could be assessed as a sign of tabloidization. The second difference is the reliance on photographs as 79,8% of the analyzed online articles in Sport had a gallery with an average of 12,1 photographs per gallery whereas Sports Illustrated website relied heavily on attached videos to their online articles with 87,9% and the significant presence of galleries and videos attached to online articles could also be assessed as a sign of tabloidization.

Chapter 6

Methodology

6.1 Qualitative Content Analysis

The previous section of this thesis was devoted to the quantitative content analysis which focused on specific means of tabloidization and which provided quantitative results that captured how tabloidization is influencing the reporting of sport news in the Czech Republic and in the USA. As was mentioned in section 2.1, quantitative content analysis requires a high standardization and specific categories have to be chosen for analysis which means that it cannot capture all the aspects of tabloidization, especially when it comes to the textual level of language. Therefore, the qualitative content analysis can provide means on how to capture these aspects of tabloidization as it does not require a high standardization nor specific categories and instead offers more freedom when it comes to the research questions and the analysis itself. This means that the low standardization of the qualitative content analysis may lead to relatively low reliability, but because the analysis is not limited by specific categories or high standardization, the results may provide a rather high validity.¹⁸

Qualitative content analysis also does not work with statistics and it does not quantify the final results and instead it provides a more complex overview of the research topic. In this case, the qualitative content analysis should provide insight into how tabloidization is achieved through the use of language, that is on the textual level, and the results from the quantitative content analysis will serve as a bases for the qualitative content analysis and together, the quantitative and qualitative content analysis should provide a complex overview of how tabloidization is influencing sport news reporting in the Czech Republic and in the USA.

¹⁸ Miroslav Dismán, *Jak se vyrábí sociologická znalost* (Praha: Nakladatelství karolinum, 2002), 287.

6.2 Coding Unit

For the purposes of the qualitative content analysis, a much smaller coding unit was selected to capture and illustrate textual means of tabloidization. Whereas the quantitative content analysis dealt with large amounts of texts, specifically 834 articles were analyzed, the qualitative content analysis will focus on a specific sport event – the tennis tournament Wimbledon in 2017 and the coverage of Wimbledon in two Friday issues of Sport Newspaper from July 7th and July 14th and one issue of Sports Illustrated from July 24th. The sample from Sport Newspaper will consist of eight articles total, four from July 7th and four from July 14th and the sample from Sports Illustrated will cover one large topic article that is typical for Sports Illustrated and that covers Wimbledon and an in-depth analysis of these articles will be carried out.

6.3 Coding Scheme

Unlike with the quantitative content analysis, the qualitative content analysis does not require the construction of specific categories that would be analyzed and instead offers a more flexible way of analysis, in this case, the analysis of the textual level of language. One of the most prominent aspects of language use that is connected with tabloid journalism is the use of colloquial speech, shocking and emotive statements and even vulgarisms that often find their way into headlines and articles and they can be seen as one most visible means of tabloidization on the textual level.

It is not just the use of colloquial speech or shocking and emotive statements, but a simpler use of language in general that is seen in the use of vocabulary and syntax. This point has been stressed in Shelley McLachlan and Peter Golding's study on tabloidization in the British press:

“If the aim has been to simplify formants, possibly at the expense of necessary complexity, then we would expect in print media to find greater use of easily understood illustration and simpler vocabulary, syntax, and presentation.”¹⁹

Another important means of tabloidization has been seen in the way news is presented. Issues and events are often portrayed in a dramatized narrative form that focuses on emotions of participants, visual imagery and personally driven narratives that are supposed to be entertaining and dramatic which correspond to the news value of superlativness (presenting news in a dramatized narrative form).

These means of tabloidization are connected to news values that were described in section 1.4 and as the quantitative content analysis showed, proximity (preference of home news over foreign news) was one the most dominant means of tabloidization across all the forms of Sport Newspaper and Sports Illustrated. The qualitative content analysis will focus on proximity and how much space is devoted to home sports and domestic sports figures and it will also analyze other news values which are connected with tabloidization, specifically negativity, superlativness and personalization.

Personalization was also analyzed in the quantitative content analysis and all the forms of Sport and Sports Illustrated, except the printed version of Sport newspaper, showed that around 50% of news articles were personalized and the analysis also showed that these articles focused on both private and professional lives of sport public figures and it presented sport public figures as private persons.

The qualitative content analysis will also focus on topic and how much attention is given to the actual sport events and the sport figures that participate in them and how much attention is spent on the personal aspects and personal stories that are connected with sports figures.

As was mentioned, the qualitative content analysis works with rather low standardization and therefore it is not replicable like the quantitative content analysis

¹⁹ Shelley McLachlan and Peter Golding, *Tabloidization in the British Press: A Quantitative Investigation into Changes in British Newspapers, 1952 – 1997*. In Colin Spark and John Tzllloch. *Tabloid tales: global debates over media standards* (Lanham: Rowman & Littlefield Publishers, 2000), 76-77.

and it relays more on the research's interpretation of the collected data, therefore it is more subjective in nature.

Chapter 7

Qualitative Content Analysis

7.1 Wimbledon - Sport July 7th 2017

There are two pages dedicated to Wimbledon in Sport Newspaper from July 7th 2017 which comprise of four articles that are focused on Czech tennis players with two tables of results of international tennis matches from Wimbledon. The quantitative research showed a clear preference of home news over foreign news and the coverage of Wimbledon in Sport from July 7th is also exclusively focused on domestic tennis players even though Wimbledon is an international tennis tournament that takes place in London.

All four articles deal with rather negative happenings that are connected with Czech tennis and they emphasize emotions and use expressive words, this is illustrated in the headlines of the four articles. The largest amount of text is dedicated to the elimination of Czech tennis player Karolína Plíšková which is described in the headline as: “Zkáza favoritek, už zbyl jen Berdych/Destruction of favorites, only Berdych remains.”²⁰ The elimination of Karolína Plíšková is further described in the text as “zkrachovala/went bankrupt” (Sport 10) and the whole Wimbledon is described from the point of view of Czech players as “strašidelný grandslam/nightmarish grand slam.” (Sport 10) The article mostly focuses on the negative emotions that are connected with the elimination of Karolína Plíšková that are further illustrated with a photograph of a close-up of her holding her head in her hand with the description “prokletí/curse.”²¹

The article is not only focused on her elimination, but also mentions her planned vacation in Monte Carlo which shows signs of personalization and a mixture of professional and personal life. The article is mostly focused on negative emotions,

²⁰ *Sport* 65, no. 155, July 7, 2017, 10-11.

Henceforth quotations from *Sport* parenthetically in the text under the name of the newspaper.

²¹ see annex no. 1

but it also briefly mentions the advancement of Tomáš Berdych to the next round of Wimbledon in the last two paragraphs of the article.

The next two articles focus on negative emotions as well and they present the news in a dramatic narrative. The first article deals with the elimination of another Czech tennis player Petra Kvitová and the headline relates her struggle on the court to a similar struggle that a heroin in a fairy tale has to undertake against her own demons: “V pohádce o Petře se bojuje i s démony/A fairy tale about Petra involves a fight against demons.” (Sport 11) This fight against her own demons refers to an assault on Petra Kvitová from December 2016 in which her left hand was injured and the assault itself is explicitly mentioned and the whole article is built around her emotional state of feeling empty and drained coming back to tennis after the assault which also shows signs of personalization, negativity and focus on personal emotions. The beginning of the article also shows a dramatic narrative structure that describes her feeling of nausea on the court and it uses colloquial speech:

“Bylo jí zle od žaludku. Lékařka na kurtu měřila její tep, tlak, poslouchala plíce. Petra Kvitová sotva popadala dech. A když vypadla z Wimbledonu, prohlásila, že se potřebuje zhluboka nadechnout.“ (Sport 11)

“She was sick to her stomach. A doctor on the court measured her heartbeat, blood pressure, listened to her lungs. Petra Kvitová was barely catching her breath. And when she was eliminated, she said she needed to take a deep breath.” (Sport 11)

The second article also focuses on negative emotions connected with an injury which is apparent from the headline: “Matteková v bolestech na kurtu volala o pomoc/Mattek in pain on the court calling for help.” (Sport 11) The article itself is very short and it deals with an injury of Bethanie Mattek-Sands who is a tennis partner to a Czech tennis player Lucie Šafářová. The article also presents a dramatic narrative structure that is emphasized by a citation of the injured player screaming for help as

well as a photograph that shows Mattek-Sands laying on the ground being attended to by Šafářová and three other men:²²

“Okamžitě se chytila za pravé koleno a začala křičet bolestí. “Pomozte mi, pomozte mi,” rozléhal se její křik po dvorci číslo 17.“ (Sport 11)

“She immediately grab her right knee and started screaming in pain. “Help me, help me,” her scream echoed across court number 17.” (Sport 11)

The fourth article is an interview with Tomáš Berdych that deals with another negative event of a firing of his coach after French Open and his unfulfilled ambitions of winning a Grand Slam.

7.2 Wimbledon - Sport July 14th 2017

The coverage of Wimbledon in Sport from July 14th consists also of four articles that focus less on emotions that emphasize negative happenings and more on one specific sport event. The largest amount of space is dedicated to an interview with Tomáš Berdych about his upcoming match with Roger Federer and statistical comparison of these two players as well as results of international matches from Wimbledon.

The interview is accompanied with a short article written by Tomáš Berdych's coach Martin Štěpánek which is presented as his observations on Tomáš Berdych and especially his emotional state before the match with Federer as well as the coach's history with the family of Roger Federer which shows signs of personalization and mixture of personal and professional life, but they are not written by a journalist and the article is presented as an opinion of an expert. The purpose of this article is to present a subjective opinion of an insider rather than an objective view of the upcoming match.

²² see annex no. 2

The third article also does not show any signs of tabloidization and it presents an overview of Roger Federer's late years in his career and the article is connected with the overall topic of the match between Tomáš Berdych and Roger Federer and these three articles present a rather typical coverage of a sport match of this significance, however, the fourth article is not connected with the match between Berdych and Federer and it is a short article that presents one of the women's finalists in Wimbledon. The headline of the article shows clear signs of personalization: "Těhotnou Serenu zastoupila Venus/Venus stands in for pregnant Serena."²³ This theme of pregnancy is further developed in the first paragraph of the article which mentions Serena Williams' pregnancy and it focuses on the Williams family as a whole as well as on the age of both Serena and Venus Williams who became the oldest women's finalist in Wimbledon.

The eight articles presented in Sport on July 7th and 14th that covered Wimbledon showed that the coverage can differ significantly. The articles from July 7th showed clear signs of personalization and they presented the negative happenings with focus on negative emotions that were often emphasized with photographs and expressive words. Two of the four articles presented news in a dramatic narrative structure with the use of colloquial style of language. On the other hand, the articles from July 14th presented a rather typical coverage of a match between Tomáš Berdych and Roger Federer consisting of an interview with Tomáš Berdych, expert's opinion on the match, overview of Federer's late career, statistical comparison of the two players and results of international matches from Wimbledon and one short article that showed signs of personalization.

7.3 Wimbledon – Sports Illustrated July 24th 2017

Because of the different nature of Sports Illustrated being a magazine, the coverage of Wimbledon is obviously different than that in Sport Newspaper. Where Sport presents several articles that are focused on Wimbledon and covers the tournament from a much broader perspective, Sports Illustrated dedicated one topic article in

²³ *Sport* 65, no. 161, July 14th 2017, 3.

their issue from July 24th that consists of five pages and it focuses on the last winners of Wimbledon Roger Federer and Venus Williams.

From the headline of the article, it is apparent that the news value of superlativeness plays a large role, not only in the headline, but in the whole article. The headline describes Roger Federer as an eighth wonder of the world and the use of superlatives to describe Federer continuous throughout the article. Roger Federer's tennis skills are compared to art and music and he himself is described as:

"He is alternately a maestro, a virtuoso, an impresario, a pointillist, a stylist. To quote the sign of one fan attending a Federer practice session last week, QUIET GENIOUS AT WORK."²⁴

The use of colloquial style of language is also present in the article with phrases such as: "record setting romp at Wimbledon" or "what's more amazing." (Sports Illustrated 58) The article also shows a dramatic narrative structure where the events of Wimbledon men's final are described in great detail:

"It was late in the first set of Sunday's Wimbledon men's final when Roger Federer, who turns 36 next month, went all out. Dashing across what was left of the Centre Court grass, Federer caught up to the ball beyond the baseline, coiled his arm and flicked an angled backhand. His shot hummed past the opponent, Marin Cilic, before kissing the court near the sideline. It was still another he-did-*not*-just-do-that bit of shot making for the Federer compendium. The crowd went wild. As it always does." (Sports Illustrated 59)

This kind of narrative is present in the first two paragraphs and it sets the scene for a description that comprises of the superlatives that were mentioned earlier, however, it is not only Federer's artistry with a tennis racket that is praised,

²⁴ *Sports Illustrated*, July 24th 2017, 60.

Henceforth quotations from *Sports Illustrated* parenthetically in the text under the name of the newspaper.

but also his emotional state of calmness and composure on the court as well as his grit.

Beside superlativeness and focus on emotions, the article also shows signs of personalization. In the second part of the article, Roger Federer's skiing trips, his family and the fact that he flies in private planes are described which clearly show mixture of personal and private life and therefore personalization.

The second part of the article focuses on the women's winner of Wimbledon Venus Williams. The second article shows more signs of personalization and is much more focused on the personal life of Venus Williams. The first half of the article is dedicated to her life, first her age and her passion for tennis are mentioned and the fact that she is one year older than Roger Federer and then one paragraph is dedicated to the rivalry with her sister who won the previous Wimbledon and was pregnant at the time of Wimbledon 2017. The next three paragraphs focus on her personal struggles that she experienced throughout her career, specifically her involvement in two car accidents, the death of her half-sister who was killed in a shooting and her battle with Sjögren's syndrome.²⁵

After the description of her age and her passion for tennis, rivalry with her sister and the struggles that she had to go through which are presented in a dramatic narrative structure similar to a heroine from a fairy tale that has to overcome different challenges and obstacles, Venus Williams is presented in the second part of the article as that heroine who overcame all the challenges and due to her grit and composure emerged as a winner:

"Venus collected herself. And she, well, gritted through both the interview and then the rest of the tournament. She won with power. She won with poise. She won blowouts. She won battles. She beat veterans. She beat free straight opponents born in 1997, the year of her first Wimbledon." (Sports Illustrated 62)

²⁵ Sjögren's syndrome – an autoimmune disease which causes fatigue and muscle soreness

The narrative continues throughout the rest of the article, similar to the one with Roger Federer, and Venus's battle in Wimbledon's final is described in detail together with the description of her opponent.

7.4 Summary

The qualitative content analysis confirmed some of the results from the quantitative content analysis, especially the preference of home news over foreign news in Sport Newspaper and clear signs of personalization in Sports Illustrated and the mixture of personal and private life that was apparent in the topic article that focused on Roger Federer and Venus Williams.

The quantitative content analysis also showed a preference of hard news over soft news in Sport Newspaper and the qualitative content analysis confirmed that the coverage of Wimbledon differed significantly in the issue from July 7th that largely dealt with negative events connected with Czech tennis players and that focused on negative emotions that were emphasized by photographs and the use of expressive words. However, the Sport Newspaper from July 14th showed almost no signs of tabloidization, except one short article that presented Wimbledon women finalist Venus Williams and that showed signs of personalization, but other than that presented a rather typical coverage of an upcoming match between Tomáš Berdych and Roger Federer consisting of an interview with Tomáš Berdych, statistical comparison of the two players, expert's opinion, overview of Federer's late career and results of international matches from Wimbledon.

What the qualitative content analysis managed to reveal in addition to the quantitative research was how language is used to achieve tabloidization on the textual level, specifically the use of expressive words and colloquial style of language that is often used in headlines and then throughout the text and the way the news is presented in a dramatic narrative structure.

The topic article from Sports Illustrated from July 24th showed clear signs of superlativeness that was achieved through the use of expressive words and the use

of colloquial style of language in the headline and throughout the article as well as the use of dramatic narrative structures.

Sport newspaper showed similar dramatic narrative structure and the use of expressive words and colloquial style of language that was present in only two of the analyzed articles which supported the results from the quantitative content analysis which showed a preference of hard news over soft news.

Conclusion

In the introduction to this thesis, I have presented a definition of tabloidization in its most simplistic form as a process of transformation of usually newspapers into a tabloid format and later in chapter one I have presented specific means of tabloidization which included the preference of home news and soft news over hard news and foreign news, a less amount of space of a news story dedicated to text and more to the visual aspects including headlines and photographs and personalization, specifically news stories that solely focus on private lives of sport public figures or that present sport public figures as private persons.

Based on these specific means of tabloidization, the quantitative content analysis was carried out with an aim to determine to what extent has tabloidization influenced sport news reporting in the Czech Republic based on the representative sample of the printed version of Sport Newspaper, Sport Magazine and Sport's online articles and in the USA based on the representative sample of the printed version of Sports Illustrated and Sports Illustrated online articles that were collected over a two months period from July to August 2017.

The first means of tabloidization that was analyzed was the preference of soft news over hard news. The printed version of Sport Newspaper showed a clear preference of hard news over soft news, but the rest of the analyzed articles from Sport Magazine, the printed version of Sports Illustrated and the online articles from Sport and Sports Illustrated website showed a significant increase in the percentages of soft news which were around 40% which could be assessed as a sign of tabloidization, however, in all the versions of Sport and Sports Illustrated, the preference of hard news over soft news remained.

The second means of tabloidization that was analyzed was the preference of home news over foreign news and this category showed clear preference of home news over foreign news across all the versions of Sport and Sports Illustrated with the focus on around 70% home news.

The third means of tabloidization that was analyzed was personalization. Here, Sport Newspaper showed little in the way of personalization with only 26% of articles

that were personalized, but the rest of the articles showed a significant increase in personalization with around 50% of articles that appeared in Sport Magazine, the printed version of Sports Illustrated and the online articles from Sport and Sports Illustrated website were personalized. Sport Magazine and Sports Illustrated mostly presented sport public figures as private persons in around 40% of their articles and the online articles had a more even spread of articles that were focused solely on private lives of sport public figures and that presented sport public figures as private persons.

The fourth means of tabloidization that was analyzed was the space that was devoted to the visual aspects of a news article. Sport Magazine and Sports Illustrated showed that more than a half of the article space was devoted to the visual aspects and headlines and the printed version of Sport showed that just under half of the article's space was devoted to the visual aspects and headlines.

Special categories were made for the online articles which included the presence of the name of an author of an article and a presence of a gallery or a video that was attached to an article. Here, Sport online articles showed that most of the articles did not have the name of the author and that they relied heavily on the presence of photographs as almost 80% of the online articles had a gallery with 12,1 photographs per gallery whereas the online articles from Sports Illustrated heavily relied on the presence of an attached video with 87,9% of articles that had video.

The preference of home news over foreign news and the increased space that was devoted to the visual aspects of a news story showed themselves to be clear means of tabloidization which were consistent across all the versions of Sport and Sports Illustrated and personalization which was not significantly present only in the printed version of Sport Newspaper, but otherwise consistent in all the other versions of Sport and Sports Illustrated that were analyzed. The preference of hard news over soft news remained in all the versions of Sport and Sports Illustrated and was especially apparent in the printed version of Sport Newspaper, however, a significant increase of soft news was recorded in all the other versions of Sport and Sports Illustrated that were analyzed with around 40% of soft news.

In addition to the quantitative content analysis, a qualitative content analysis was also carried out and it was focused on how tabloidization is achieved through language use. The sampling unit was the same as for the quantitative content analysis, however, it consisted of eight articles from Sport Newspaper from July 7th and July 24th and one large topic article from Sports Illustrated from July 24th.

The qualitative content analysis confirmed some of the results from the quantitative content analysis, especially the preference of home news over foreign news in Sport Newspaper and personalization in Sports Illustrated as well the preference of hard news over soft news in Sport Newspaper which showed a significant difference between the two analyzed issues. Sport Newspaper from July 7th showed a focus on rather negative events connected with Czech tennis players that were emphasized by the focus on negative emotions and the use of expressive words and photographs, however, the coverage of Wimbledon from Sport Newspaper from July 14th showed almost no signs of tabloidization, except one article that showed signs of personalization, and instead presented a rather typical coverage of a sport match between Tomáš Berdych and Roger Federer consisting of an interview with Tomáš Berdych, statistical comparison of the two players, expert's opinion, overview of Federer's late career and results from international matches from Wimbledon.

What the qualitative content analysis managed to reveal was how tabloidization is achieved through the use of language which was apparent in Sports Illustrated and the use of expressive words and colloquial style of language in headlines and texts and the way news was presented in dramatic narrative structures and similar findings were present in Sport Newspaper, but in more limited scope which supported the results from the quantitative content analysis which showed a preference of hard news over soft news in Sport Newspaper.

Resumé

Bulvarizace byla v posledních letech studovaná extenzivně díky probíhající diskuzi na téma, do jaké míry se seriózní noviny odklánějí od faktického zpravodajství k více zábavným a dramatickým reportážím zpráv pod vlivem bulvarizace. Tato diplomová práce se soustředí na výzkum vlivu bulvarizace na sportovní zpravodajství v Česku a USA. Jako reprezentativní vzorek zastupující sportovní zpravodajství v Česku byl vybrán Deník Sport a byly zkoumány tři verze Deníku Sport: tištěná verze novin, páteční Sport Magazín a online články z internetových stránek Deníku Sport. Jako reprezentativní vzorek zastupující zpravodajství v USA byl vybrán magazín Sports Illustrated a to v jeho tištěné a online podobě. Dva typy výzkumu byly provedeny a to jak kvantitativní obsahová analýza, která byla zaměřena na zpracování většího počtu článků, tak kvalitativní obsahová analýza, která měla za úkol doplnit kvantitativní výzkum a zachytit textové příznaky bulvarizace.

Diplomová práce byla rozdělena na tři části, první část byla teoretická a v první kapitole byla nejprve popsána stručná historie bulvarizace v Česku a USA a poté byl definován samotný termín bulvár, specifické způsoby bulvarizace, infotainment, news values v textech a obrázcích a rozdíl mezi hard news a soft news.

Druhá kapitola představila metodologii kvantitativní obsahové analýzy. Nejdříve byly definovány silné a slabé stránky kvantitativní a kvalitativní analýzy a poté byla stanovena kódovací jednotka, výzkumné otázky a kódovací schéma, včetně kódovací knihy, která byla použita na samotný kvantitativní výzkum.

Druhá část této diplomové práce prezentovala samotné výsledky kvantitativního výzkumu a skládala se ze tří kapitol. Třetí kapitola představila výsledky tří analyzovaných verzí Deníku Sport a každá kategorie zkoumající specifický způsob bulvarizace byla představena a okomentována jednotlivě. Podle stejného vzorce byly ve čtvrté kapitole prezentovány výsledky dvou analyzovaných verzí magazínu Sports Illustrated a poslední kapitola druhé části této diplomové práce porovnávala výsledky analyzovaných verzí Deníku Sport a magazínu Sports Illustrated vzhledem k výzkumným otázkám.

Třetí část této diplomové práce prezentovala druhý typ výzkumu a to kvalitativní obsahovou analýzu, která se soustředila na užití jazyka v samotných textech. Šestá kapitola nejdříve představila samotnou kvalitativní obsahovou analýzu a poté definovala kódovací jednotku a kódovací schéma, které sloužili jako základ pro sledované prvky v kvalitativní obsahové analýze. Poslední sedmá kapitola poté prezentovala samotnou kvalitativní analýzu na osmi článcích z Deníku Sport a jednom pětistránkovém tématu z magazínu Sports Illustrated, které byla zaměřeny na tenisový turnaj Wimbledon. Výsledky kvalitativní obsahové analýzy poté byly okomentovány v závěrečném shrnutí na konci sedmé kapitoly.

Summary

Over the last the last few decades, tabloidization has been studied extensively due to the ongoing discussion on to what extent has traditional media moved away from factual news reporting towards more entertaining and dramatic news stories and in this thesis, I have presented a research that has focused on specific means of tabloidization in sport news reporting in the Czech Republic which were analyzed on the representative sample of the printed version of Sport Newspaper, Sport Magazine and the online articles that appeared on Sport's webpage and in the USA on the representative sample of Sports Illustrated and the online articles that appeared on Sports Illustrated website with the aim of determining to what extent has tabloidization influenced sport news reporting in the Czech Republic and in the USA.

The first part of this thesis consists of the theoretical background for the research on tabloidization. First, a brief history of tabloid journalism in the Czech Republic and in the USA was presented. Then terms such as "tabloid," "infotainment" and "news values" were defined and the specific means of tabloidization were defined as well and the distinction between hard news and soft news was made.

The second chapter focused on the methodology and the research itself was presented. The strengths and weaknesses of the quantitative and qualitative content analysis were presented and then the coding unit, research questions and coding scheme were defined.

The second part of this thesis was divided into three chapters. Chapter three presented the results from the printed version of Sport Newspaper, Sport Magazine and the online articles from Sport's webpage and each category that was assessed was presented and commented on separately. Chapter four was identical to chapter three with the exception that it presented the results from the printed version of Sports Illustrated and the online articles that appeared on Sports Illustrated webpage. Chapter five compared and commented on the results from all the versions of Sport and Sports Illustrated that were analyzed in relation to the research questions.

The final part of this thesis described the qualitative content analysis and its strengths and weaknesses in chapter six. Then the coding unit and coding scheme

were defined and chapter seven presented the research of the qualitative content analysis with the summary of the results at the end.

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Issues of Sport and Sport Illustrated that were analyzed

Name of the Newspaper/magazine	Date	Issue	Number of Articles
Sport Newspaper	7. July	155	35
	14. July	161	33
	21. July	167	34
	28. July	173	35
	4. August	179	33
	11. August	185	33
	18. August	191	27
	25. August	197	41
Total			271

Name of the Newspaper/magazine	Date	Issue	Number of Articles
Sport Magazine	7. July	27	9
	14. July	28	7
	21. July	29	8
	28. July	30	11
	4. August	31	8

	11. August	32	6
	18. August	33	7
	25. August	34	9
Total			65

Name of the Newspaper/magazine	Date	Number of Articles
Sport Online	7. July	15
	14. July	21
	21. July	26
	28. July	19
	4. August	32
	11. August	29
	18. August	31
	25. August	38
Total		211

Name of the Newspaper/magazine	Date	Number of Articles
Sports Illustrated	3. July	29
	17. July	22
	24. July	22
	7. August	21
	28. August	17
	18. September	23
Total		134

Name of the Newspaper/magazine	Date	Number of Articles
Sports Illustrated Online	3. July	16
	17. July	13
	24. July	12
	7. August	50
	28. August	32
	18. September	35
Total		158

Annex

Annex No. 1: Photograph of Karolína Plíšková in Sport July 7th



Annex No. 2: Photograph of Bethanie Mattek-Sands being attendant to by Lucie Šafářová and three other man in Sport July 7th

