

Abstract

This diploma thesis contributes to sustainable transport in Prague. It analyses media texts from six selected Czech printed newspapers (Blesk, Mladá fronta Dnes, Pražský deník, Metro, Hospodářské noviny, Právo) by using the theoretical and methodological strategy of critical discourse analysis by Norman Fairclough. These texts were found through media database Anopress IT by using keywords about sustainable transport in the capital city of Prague in years 2010 till 2018. This thesis is divided into four main parts. The theoretical part is dedicated to the terms of mobility management, the social construction of reality and discourse. The methodological part is focusing on discourse analysis, critical discourse analysis and the approach by Norman Fairclough. The analysis identified five topics in the discourse of sustainable transport in Prague - electromobility, public transport, foot traffic, urban cycling, and Sustainable Mobility Plan. Sustainable mobility in Prague is presented in a context of the polluted environment which should be solved by "ecologically, environment-friendly, clean". The most media texts were dedicated to public transport and electromobility. Just one text was about foot traffic as a sustainable type of mobility. Participants were mostly from Prague city hall, however, not often from the environment department or the coordinators of city cycling. The energy companies talked in the topic of electromobility. The Prague NGO Auto*Mat participated most in the texts about urban cycling.

Keywords

Prague transport, critical discourse analysis, sustainable mobility, media discourse.