

Abstract:

In my thesis I am using ethnographic research methodology to study ways of communication and production of knowledge about the climate crisis in the Czech climate movement. The thesis focuses on four activist groups known for their use of direct action - Extinction Rebellion, Greenpeace, Limity jsme my (We are the Limits) and "Stop Dirty Money", an activist coalition group. I examine the process of making of their communication and who their communication is aimed at. Emphasis is placed on their use of direct action and emotional framing of climate crisis. The thesis analyzes how each group's views on social change are reflected in their communication and production of knowledge.