

Abstract

The thesis focuses on the representation of the death of the African-American man George Floyd in the media discourse of selected Czech online media. Floyd's death filled the American, Czech and world media and activated the Black Lives Matter movement. The thesis focuses on conservatively oriented media (Echo24.cz, Reflex.cz and Forum24.cz). The research sample will be articles from 29 May to 25 July 2020. Critical discourse analysis according to Norman Fairclough is the methodological background of the work, it also works with several basic types of representation that will be used in the thesis. The theoretical section outlines the social constructivist paradigm in which the thesis is set and introduces in particular the work of Teun van Dijk and research focusing on media representations of minorities. The contextual part introduces the theory of social movements, the portrayal of George Floyd's death in the American and Czech media, and the events that the death triggered in the US (and later in other parts of the world). The analytical part reveals the main three discursive frames in which the topic was presented, namely *the death of George Floyd as the beginning of the great protests*, *the death of George Floyd as politics*, and *the death of George Floyd and left-wing ideology*. This part of the thesis also shows the representation of the main individuals or the way in which the topic was related to the Czech context. The conclusion summarises the findings, places them in a broader context and points to further research opportunities.

Key words

George Floyd, Black Lives Matter, social movements, critical discourse analysis (CDA), Norman Fairclough, qualitative research strategy, media discourse, left-wing ideology, culture wars