

Abstract

This bachelor thesis focuses on the presentation of the conflict between the writer J.K. Rowling and her critics on five of the most widely read Czech online news portals, namely Novinky.cz, Lidovky.cz, Aktualne.cz, Echo24.cz, and iDNES.cz. The thesis examines the textual strategies used to communicate about trans individuals and the controversy surrounding them. The thesis employs methods derived from ethnomethodology, specifically Membership Categorization Analysis (MCA) and Media Dialogical Network (MDN). Using the MCA method, it was found that by categorizing the writer and her critics into collections of membership categories, a certain image of the situation was conveyed. The controversy was portrayed as interpersonal drama among celebrities, damage to J.K. Rowling's career, cancel culture, injecting politics into the apolitical sphere of art and culture, but only rarely as the struggle of trans people for their rights. In the analysis of texts using the MDN method, it was found that the portals, in developing the dialogic network, focus primarily on how the specific case harmed the life and career of Rowling and other artists. In the news, trans people were thus pushed into the background, with their lives and rights being only minimally addressed. Trans people in the texts become mere subjects discussed by others, mostly not depicted as a population with their own interests and problems, or as active participants in the discussion.

Key words

Discourse analysis, membership categorization analysis, J. K. Rowling, Czech news servers, trans people, media dialogical network