

Abstract

This thesis deals with the issue of freedom of speech on social media focusing on the 2022 event when Elon Musk, the richest man in the world, acquired Twitter, one of the most used social media platforms. The theoretical part discusses the fundamental principles of the phenomenon of freedom of expression as a key human right, emphasizing its specifics in the modern digital age where technologies and social media platforms present new challenges and risks. The empirical part of the thesis focuses on a critical discourse analysis of selected conservative and liberal American media articles on Elon Musk's Twitter takeover. This analysis aims to answer the research questions and provide an objective assessment of this event. It explores why this event became significant in the American media's debate on social media free speech and its specific implications for Twitter. Overall, the thesis seeks to contribute to a deeper understanding of free speech issues in the new social media environment and offers a critical perspective on current practices and legislative frameworks affecting this issue.

Key words

Elon Musk, Twitter, social media, freedom of speech, critical discourse analysis