

Abstract (English)

The thesis deals with the knowledge interests and identity of environmental non governmental organization Hnutí Duha (Rainbow Movement). The aim is to identify the ideological concepts, values and interests represented by Rainbow Movement, by using cognitive approach to social movements. In addition, my goal is to thematize cognitive approach to social movements in the Czech Republic. I believe that it offers a valuable perspective for studying social movements, organizations and the civic sector.

In the first part, I compiled the theoretical basis. I first concerned with the issues of civil society and NGOs, and then I introduced the cognitive approach and aspects of the environmental movement.

In the practical section, I applied the cognitive approach to the analysis of the identity of the NGO Rainbow Movement. I used a qualitative research strategy - an analysis of interviews with employees of the Rainbow Movement. I described the motivation and basic dimensions of knowledge interests (cosmological, technological, organisational) of the Rainbow Movement. I tried to involve the current focus of the organization to influence political processes and to spread a positive vision that is perceived as a positive reform within a democratic society in order to move towards greater discretion and a more sensitive approach to the environment and people. I identified that the cognitive praxis of Rainbow Movement is formed mainly by focusing on liberal environmentalism, weak anthropocentrism and ecological modernization, which is now the majority (dominant, controlling) trend of environmental thinking. I also discussed the internal tension between professionalism and activism, and the balancing act between a dominant positivist instrumental rationality and a weaker cultural and hermeneutic rationality as a natural part of the dynamics of social movements and NGOs.

