

This thesis is a research of a case related to the theatre Cínoherní divadlo in Ústí nad Labem, which happened in 2014. This case was about a conflict between Cínoherní divadlo and Ústí nad Labem city councilmen. This conflict was reflected by the public in Ústí nad Labem and other cities of the Czech Republic and the case was accompanied by various kinds of civic activism. Representatives of Cínoherní divadlo were making public statements about the conflict during the case and they were formulating their requirements and were trying to gain public support and mobilize public to join the collective action. This case of civic activism will be studied from the perspective of the framing theory. Participants' statements will be studied and for that will be used the framing analysis. There will be identified diagnostic, prognostic and motivational frames, which were used by the representatives of Cínoherní divadlo and how were the frames changing during the case. There will be also identified counterframes, which were used by the city councilmen in their reactions to the representatives of Cínoherní divadlo.