

Abstract

This diploma thesis deals with the development of tobacco control legislation with the main focus on the Act on protection of health against harmful effects of addictive substances with accent on smoking regulation in restaurants. The main line of this thesis is to determine the competing rhetorical frameworks and the main actors representing the individual frameworks which they present on the level of arguments and then to compare the development of narrative over time. At this level, the thesis focuses on the analysis of the presented rhetorical frameworks with the aim of discussing possible specific attributes that facilitated the process of reframing opposition actors, namely using the rhetorical strategy of narrative attributes of storytelling, technical terms, imagery or comparison. These goals were achieved by using a qualitative analysis of media outcomes and by using public policy documents, legal standards and other relevant documents. Theoretical support for answering the set forth questions was a frame analysis, which was conceptualized on the field of public policy by Rein and Schön along with the theory of social construction of target population conceptualized by Schneider and Ingram. In this thesis, written under the auspices of the case study, four main competing frames were identified in three time periods, along with the main sponsors of the frames and target groups appearing in the main sponsors' arguments, where the appeal is mostly for the protection of children and mothers.