

## **Abstract**

The topic of this diploma thesis is semiotic analysis of terms “refugee” and “migrant” in the context of the current migration crisis. The thesis deals with analyzing these terms as semiotic signs. It deals with the way in which selected media treat these terms. Three Czech media were chosen for the research, with 15 selected articles containing research terms from each of them. The sample includes serious news (Aktualne.cz), tabloid news (Blesk.cz) as well as a blog (Blog iDnes.cz) as a journalistic platform, to which anyone can contribute. The research deals with the influence of the media on the formation of concepts and is framed by the theory of social construction of reality presented by T. Luckmann and P. L. Berger. The thesis deals with analysis on the syntactic, semantic and pragmatic levels. In the theoretical part, the theory of social construction of reality is outlined first. Then the thesis briefly introduces the circumstances of the migration crisis and the basic differences in the meaning of the analyzed signifiers and finally introduces the analytical concepts, which are Morris classification of semiotics, Saussure's distinction between syntagmatic and paradigmatic relationships, as well as interrelationships in which individual words can appear in the text. The practical part then explains how the terms are treated in selected texts in accordance with the selected structure.