

Abstract

Discourse analysis is used in this thesis to study media representations of Prague's housing crisis during the years 2016–2018. Focus of the analysis itself is on the specific use of rhetoric, references and framing in individual texts—in relation to wider institutional context. Theoretically is the thesis based on British critical housing studies and N. Fairclough's approach to discourse analysis. Two specific discourse types were identified in the set period, described as deregulatory discourse type and protective discourse type. These two discourse types differed both in the definition of the crises itself and in specific use of lines of argument — constructing images of main subjects responsible for the crisis itself and for its solutions. Deregulatory discourse type was dominating the media in the studied period, while the protective discourse type constituted a critical opposition.

Keywords

Housing crisis, housing, media, representations, discourse, discourse analysis