

## **Title**

Discourse analysis of disinformation in Czech media during the 2019 European Parliament election

## **Abstract**

The thesis focuses on the content of fake news websites in the Czech online environment during the 2019 European Parliament election. Using the method of discourse analysis, the author characterizes main features of the discourse consisting of content published by selected six fake news websites. The main goal of the thesis is to analyse the discourse of selected websites and to define the problematic aspects of disinformation websites for Czech society during the elections. The emphasis is put on the prevailing narratives and topics leading the discussion within these websites. Through deeper look into the narratives as well as the authors and main actors of the discourse, the author reveals ideologies and thoughts which fuel the fake news content. At the same time, the author examines the extent to which the discourse emphasized emotions and polarization by using the “us” and “them” narrative. Specific language techniques and manipulation tools are then analysed within broader context. Furthermore, using the methods of critical discursive analysis referring to the works of Norman Fairclough and Teun van Dijk, the thesis defines how the analysed discourse could influence power relations within Czech society. Importantly, the thesis questions to what extent analysed discourse could be influencing public opinion on preferences during the 2019 EP Election and on European Union in general.

## **Keywords**

discourse, analysis, disinformation, Czech Republic, European Union, election, media