

Abstract

The diploma thesis deals with the social movement Fridays for Future and its activity in the Federal Republic of Germany. The study describes frames which are used by the movement to communicate with public and to mobilize its supporters. In the analysis the thesis is based on the framing theory, which was in more detail elaborated by David A. Snow and Robert D. Benford. Specifically, the thesis deals with the analyses of the frames that occurred in the selected speeches delivered by the activists of the movement Fridays for Future. To be more precise, it is the diagnostic, prognostic, and motivational framing. At the beginning of the movement there was the Swedish activist Greta Thunberg who came up with the idea of school strikes for climate. The movement resonated strongly in the German society and it managed to mobilize an extraordinary amount of people in comparison to other states. The central aim of this thesis is to characterize the movement Fridays for Future in Germany. The thesis concentrates on the official goals that the movement tries to push through at the level of the German politics. Furthermore, it focuses on the collective identity and composition of the demonstration participants, primarily it dedicates to social and demographic features of the demonstrators. Besides, the thesis applies to main tactics and strategies used by the movement to achieve its goals and to mobilize people. The thesis examines the period since the beginning of the movement's activity in Germany until the end of February 2020, when the coronavirus pandemic considerably changed the public life.