

Abstract

The bachelor's thesis focuses on mapping climate myths and narratives present in the Czech online environment. Specifically, it involves a qualitative analysis of a representative selection of news websites, including those often regarded as fake news websites.

Myths and narratives are approached here from the perspective of Gérard Bouchard's book: "Social Myths and Collective Imaginaries." Based on the analysis, the myths are categorized into two distinct groups: those perceiving climate change as a fundamental threat to life on Earth, and those considering these concerns exaggerated, seeing no need to respond to climate change. Both myth groups are further divided in the thesis and mapped in terms of occurrence and mutual compatibility.