

Abstract

The thesis deals with a critical analysis (CDA) of the texts regarding with the management of the Šumava National Park. Using discourse-historical approach (DHA) it points out the central topics, topoi and concepts coming from the balanced corpus of two tens of texts, which were published in medias or on the internet between 2008 and 2011. Thanks to the detailed description of context, thesis targets on the mapping of strategies, which the authors use to succeed in the communication and to dominate the discourse.

Key words: discourse, Bohemian Forest National Park, medias, CDA, DHA, topic, narrativ, stereotype, concept, context, communication.