

The theme of this thesis is a conceptualization of media discourse of social inadaptability on example of news reporting on the internet portal iDNES.cz. I am analysing various ideological resources and social conditions which may influence the existence and prevailing of this discourse type. My goal was also to answer the question which social groups and individuals are associated with this label and what characteristics are attributed to them by journalists. The survey examined media texts from 2006 to 2009 within theoretical and methodological framework of the critical discourse analysis by Norman Fairclough.