

The author was concerned with the media discourse of the theme of weirs on the river Labe in newspapers MF Dnes and Ústecký deník during the period of ten years. The used methods were quantitative and qualitative content analyses.

Emphasis was placed on the types of arguments used in the discourse and also on the means of argumentation [Schopenhauer 1991, Weston 2001]. Analysis discovered two basic kinds of discourse: expert and emotional. To both of these discourses were linked special kinds of means of argumentation. The expert discourse was constructed as a pure and fair argument. The emotional discourse was constructed as an insidious argument.

The main conclusion derived from the analysis was about the game frames [Goffman 1999] of two sides in discourse: advocates and opponents of the weirs. To the advocates was ascribed expert economic discourse which created their dominant game frame. The advocates persuade the public about their truth through economic discourse.

The opponents were first constructed as dominant in the game frame of expert ecological discourse. During time their ecological game frame was redefined by the advocates and lost its persuading power.

The opponents found new game frame: "petition" political discourse. "Petition" political discourse is till now the dominant game frame of the opponents within it they can persuade public of their truth.