

## **Abstract**

This paper deals with the discourse analysis of media case Šluknovsko, which erupted in 2011. It focuses on the construction of the risk arising from Šluknovsko crisis, relying mainly on Beck's theory of risk society. Paper through the analysis of newspaper articles from the autumn of 2011 shows how base on a local crisis based national and global risk associated with ethnic minorities are constructed. At the same time paper shows how the media construction of risk is connected with a process called glocalization, in which are locally limited and specific incidents correlated with transnational processes, in order to create global risks. Furthermore, this paper identifies actors, based on local narratives that are constructed in the case, which are, according to media, responsible for dealing with a crisis and the resulting risks. In conclusion, the author considers the potential impacts that such a risk discourse can have on government policy.