

Aim of this study is to improve understanding of practical application of public media discourse about Global climate change. Theoretical base is embedded in context of humannature relationship. My premise is that risk of global warming or global climate change is hard to sense by individuals hence dependent on expert knowledge and mediating of these thematic fields toward public, mainly by mass media.

Introduced topic, or its selected part, was investigated using discourse analysis. It serves as a tool to identify and discuss patterns of thoughts, elements of argumentation and actor's strategies. They are parts - or even base - of media discourse about main topic, objects, subjects and time-space and others contexts. They are systematically coded according to discourse rules in a repeating categories and their overall configuration creates underlying concept of understanding the topic.

Data for analysis consist of collection of utterances made in Czech public media discourse during period of December 2004 and June 2005.