

ABSTRACT

This diploma thesis deals with home births and how they were referred to in the media regarding the medial cause with a midwife Ivana Königsmarková. The goal of this work is to describe approaches that can be traced on this cause, what is the gender dimension of these approaches like and how does the aspect of power manifest itself on them. To achieve that I've chosen a method of discourse analysis which is the best one to point out the relation between language, power and ideology. Analysed material is represented by the articles from Czech media that are associated with the given cause and on basis of which the most frequently occurring topics can be traced along with their tendencies throughout time. Last but not least I'm closely analysing two chosen articles which represent two dominant ways of thinking - the medical approach of labour and natural or alternative approach.