

This thesis is aimed to the particular case, which is mostly called as „The case of Rath“ or „The David Rath’s case“. This thesis follows the development of this case in Czech media, especially on social networks, which are increasingly being used for the expression of the general mood in society.

The work deals with not only the content but also the formal aspect of the individual contributions from (mostly anonymous) Internet users.. In the introduction we research so called „folk creativity“, development and possible forms of it, and we also deal with the concept of humour and relation of this phenomenon with the Czech national character. For understanding of the context we include also a brief summary of the case and its reflection in the Czech media.

The main part of the thesis is the interpretation and analysis of the online contributions, which respond to the case. Specific creations (listed in the annex to this work) will be examined from the point of view of the relationship of text and image, from the point of view of the topic and processing (in particular in the form of comparison), and last but not least, in terms of the use of language resources, which the authors of contributions used for the achievement of the hyperbolic nature.

In conclusion of the thesis we present some examples of the online folk creativity, which react on similar political cases and show some similarities with the contributions, which we research.