This thesis is a research of a case related to the theatre Cino herni divadlo in Usti nad Labem, which happened in 2014. This case was about a conflict between Cino herni divadlo and Usti nad Labem city councilmen. This conflict was reflected by the public in Usti nad Labem and other cities of the Czech Republic and the case was accompanied by various kinds of civic activism. Representatives of Cino herni divadlo was making public statements about the conflict during the case and they was formulating their requirements and were trying to gain public support and mobilize public to join the collective action. This case of civic activism will be studied from the perspective of the framing theory. Participant’s statements will be studied and for that will be used the framing analysis. There will identified diagnostic, prognostic and motivational frames, which were used by the representatives of Cino herni divadlo and how were the frames changing during the case. There will be also identified counterframes, which were used by the city councilmen in their reactions to the representatives of Cino herni divadlo.