

**Abstract:**

The thesis *HateFree Culture: The importance of agonistic dialogue in mitigating Islamophobia* is a case study of the Czech government's campaign against hate crime – HateFree Culture. The thesis deals with the current phenomenon of Islamophobia and identifies how the HateFree Culture initiative works with the topic of Islam in an attempt to alleviate Islamophobic manifestations in society. It examines the extent to which the primary tool of this campaign, a moderated Facebook discussion, can affect Islamophobic expressions and identifies the link between this discussion and deliberative forums. The thesis shows that the various techniques used in the project can positively influence the way in which the topic is discussed and can thus progressively lead to a reduction in the manifestations of Islamophobia in society. This process is discussed in relation to the theory of deliberative democracy. However, it also concerns the theory of agonistic pluralism and an agonistic dialogue. The thesis finds that the aim of the project is promoting the knowledge of Islam and Muslims that could lead to a better mutual understanding, but also to the cultivation of a conflict that is related to the topic in order to transform its character into a less harmful one. HateFree Culture is thus shown as an agonistic space to overcome the social polarization. These findings are achieved through several research methods, such as interviews with the members of the project, the participants of the discussion, as well as analysis of Facebook content, or moderators responses in discussions.