

Annotation

This thesis focuses on the Aeronet.cz website and the division of society into ‘Us’ and ‘Them’ in the context of the website. The thesis is divided into two parts – a theoretical one and a research one. The theoretical part aims to describe the background of the researched website and certain phenomena which are believed to be connected to the website. This part also includes a review of theoretical concepts pertaining to the connection of language and ideology. Furthermore, certain strategies utilized in group identity construction and division of society into differently evaluated segments are described. The research is conducted in the form of a semiotic analysis but incorporates certain elements of critical discourse analysis as well. The analysis has two main goals. The first goal is to describe the composition of ‘Us’ and ‘Them’ groups in the context of the portal, the second goal is to investigate which strategies of identity construction are employed to achieve such division. To support the findings, the thesis offers a detailed overview of individual entities and their evaluation. A description of strategies from all levels of the research, which were used to evaluate a certain entity, is also included. The discussion consists of synthesis of all the findings with respect to both outlined goals. Additionally, conclusions about the ideological disposition and general discourse style of the website are drawn.

Keywords

Us – Them – Group identity construction – Critical discourse analysis – Ideology