

Abstract

The thesis scrutinizes the ways in which three Czech nationwide print media process the same news topics. Through analysis of three thematic discourses it studies the differences in approaching and presenting reality. The main focus lies in the argumentative and language aspects of the media texts with the aim to find implicit references on sets of values and beliefs typical for the perspective of the particular news media title and for the society in general. Implicit sets of values woven into the media contents have a form of an ideology: These ideological ideas can be very different across the society due to the number of opinion groups present within the whole society. In modern democratic countries with opinion plurality there are different ideological ideas neighbouring within the media market. The news as a genre does not allow expressing one's own opinion or approach explicitly: the news media thus embed their opinions into the structures of language. The core hypothesis of this thesis is the ability of language to create meanings. With the help of methodology that combines argumentative approach with analysis of syntactic and lexical modes of expressions the thesis tries to get into the language structure, looking for inherent tendencies and aiming to define the opinion basis, which influences the form of the language utterance and which has a potential to characterize the speaker.