

Abstract

At the end of the 20th century the issue of so called “dangerous” dog breeds has become increasingly discussed in some European countries. These dogs are considered so threatening that some countries have decided to regulate or restrict their breeding by law. This thesis looks at the articles in Blesk tabloid and Lidové noviny daily newspaper in the years 2001 and 2011 and explores how the dangerous aspect of these breeds was constructed there. Through discourse analysis it investigates the image of „dangerous dogs“ presented in these newspapers and what these representations imply. The results of the analysis confirm that all the selected materials explicitly construct the image of dangerous dogs and at the same time implicitly suggest the existence of their „positive“ counterparts which helps drawing the line between „good“ and „bad“ dogs, and hence also between „good“ and „bad“ owners of the dogs. In all cases, it is apparent that the issue thematised on the level of dog breeds in fact characterises the relation of man to the animal as well as the society. The representation of the dog witnesses far more about a man than the dog itself.

Keywords: dangerous dog, representation, media, human-animal relationship, discourse analysis