

## **Abstract**

The aim of this diploma thesis is a qualitative analysis of a media dialogical network's extract regarding chemical attack in Syria on 21<sup>st</sup> August 2013.

In spite of the fact that main social participant in the subsequent international conflict, representatives of United States of America and Syria, president Obama, Secretary of State Kerry on one side and president Assad on the other side, have never actually met face to face, mass media interconnected their reactions into a coherent dialogue between west and east civilization and they accepted it as a part of intercultural negotiation of different meanings and interpretations of reality within a global mass media discourse.

Methodological apparatus of conversation analysis and membership categorization analysis provides a tool to observe sequential and categorization aspects of a dynamic intertextual process of specification and respecification of the core cultural and political values in context. Thanks to the term structured immediacy it was also possible to consider sequential ordering of antecedents of the event in historical continuum.

This analysis is based on ethnomethodological research of social interaction in mass media and is inspired by articles of J. Nekvapil und I. Leudar, which were dedicated to the analysis of intercultural dialogue of a former American president Bush and a leader of terroristic organization Al-Kaida Bin Laden (and other social participants) related to events of September 11th.