

Abstract:

Waterfronts in post-socialist cities have become under the influence of post-socialist transformations an areas of conflict, which are full of contradictory pressures based on the different actors and their views. This diploma thesis deals with plans and waterfront regeneration projects in Bratislava from the perspective of discursive practices and representations of investors, developers, city government and citizens. The work also examines the role of the actors involved in the formation of new identities of regenerated areas via different representations. It focuses on the process, which leads to the formation of new identities in the plans and projects of waterfront regeneration. The work uses an qualitative analysis of planning documents and discourse analysis of different web resources. It examines both the process of discursive construction of place through a variety of discursive practices and offers an insight into the backstage relationships of actors involved.

Keywords: discourse, representation, identity, Bratislava, waterfront, regeneration