

Abstract

Prague has several transformation sites in its wider centre that are gradually undergoing revitalisation. Ideas about future use vary and often cause conflicts between different actors from the public, private and civic sectors. Actors use a variety of discursive practices to persuade political representations, administrative authorities, professionals and the general public. The thesis deals with the influence of actors' communication on the development of the transformation site Bubny-Zátory in Prague 7, which is the most important and also the most sensitive space in terms of citywide development. The aim of the thesis is to analyse the discursive practices of individual actors in the area, how they communicate their intentions and how other actors view them. The subject of the analysis will be public documents of the development plans of the City of Prague and the Prague 7 district, presentations of development plans by private investors, articles and public contributions by civic associations. Based on the findings, recommendations will be formulated for the City of Prague and its Institute of Planning and Development.