

## **Abstract**

The thesis aims to comprehensively analyze and describe how psychologists and psychology as a field are presented in the Czech media. To identify themes, narratives, stereotypes, and values associated with the profession of psychology, I use the method of discourse analysis, thanks to which the social context can also be observed. At the beginning of the thesis, I introduce psychology, its different fields, and the appearance of professionals in the media. The next part of the thesis is devoted to the method and the presentation of the research model along with the results of the analysis. The sample analyzed consists of interviews with psychologists on television and radio over the past five years, which included both public and private media. It showed that even among the moderators, there is a confusion about the job description of psychologists. There is a noticeable call for a clear delineation of norm and psychopathology, along with demands for the conveyance of concrete practical advice for life that would help as large a group of listeners as possible. The shift from psychological discourse to media discourse is manifested primarily by the emphasis on clarity, attractiveness, and applicability of the message. The media discourse also works more with the emotions, stories and personal experiences of psychologists and clients in order to not only inform the audience, but also to impress them.

## **Keywords**

psychologists, media, experts in the media, discourse analysis, media image of psychologists, traditional media