

Abstract

This thesis examines the attitudes of pupils towards their native dialect, specifically the southern subgroup of the East Moravian dialect. First, the thesis focuses on the topic of linguistic variation and describes the attitudes recorded so far towards individual regional variants of the Czech language – Standard Czech language, Common Czech language and its dialects. It also discusses the various methods used to collect data, namely a questionnaire and a method developed specifically for research on attitudes towards language, the matched-guise technique. The core of the thesis is then the actual research on the attitudes of 8th and 9th grade secondary school pupils in the Slovácko region. This thesis aims to investigate in which communicative situations pupils use dialects and in which situations it is acceptable for them to have others use dialects. It also looks at how pupils evaluate the dialect itself, or the speakers using it in their spoken discourse. In this section, the thesis attempts to find out whether there is a tendency for pupils to evaluate speakers using the southern subgroup of the East Moravian dialect differently in terms of personality characteristics than if they were using Common Czech language.

Keywords

East Moravian dialect, pupils, attitudes towards language