This text is concerned with racial attitudes and their studies. The theoretical part points at variety in understanding of the term of „attitude" and its elements. Above all it is focused on distinction of categories of implicit and explicit attitudes. The issue of implicit attitudes is elaborated more in details, including the background theory. In connection with that the thesis presents some methods of measurement of attitudes, mainly the implicit technique of unobtrusive measure of racial attitudes based on priming procedures. This method successfully eliminates the possibility to modify the respondents' attitudes in accordance with the social desirability. Techniques of implicit measures provide estimates of individuals' attitudes without necessity to ask them directly for such information. They assess attitudes unaffected by conscious control. The underlying mechanism is that the respondent has in memory evaluative (positive or negative) connotation towards attitude object. This evaluative connotation is an implicit attitude. It is automatically activated by the encounter of this attitude object. Evaluative connotation does not have to be conscious. In terms of testing procedure this connotation facilitates or inhibits the answer. Implicit attitudes, their findings and coherency with explicit attitudes and other explicit measures are the main inspiration of this work both on theoretical and practical sides.
The effort to penetrate as deep as possible in the true image of attitudes is represented on the example of the relationship of the Czechs towards the Romanies. The practical part of this work contains both implicit and explicit measures of attitudes of the Czechs towards the Romanies measured among 46 undergraduates. The analysis of results clarified the attitudes of the Czechs towards the Romanies and some connections within these attitudes.