

This diploma thesis in the field of media anthropology observes the reception and production of media messages from the viewpoint of people who move with the assistance of electrical or mechanical wheelchair. One of the main concepts discussed is the identity ambivalence or else the discrepancy between social and individual aspect of the disabled people's identity. Disabled people perceive themselves as fully-fledged members of society. However, they must often face the opposite attitude on the part of the majority. This is apparent also in the mass media which depict disabled people according to the members of this category in a stereotypical way. The media image of disabled people has according to them mainly two forms: on one hand, they are depicted as dependent persons; on the other hand, they are applauded for achievements they themselves see as trivial. It is possible to grasp the production of media stereotypes with respect to the concept of the journalistic field developed by Pierre Bourdieu. It features hurriedness, dependence on the market, plebiscite and in consequence symbolic violence. From this viewpoint the commercial media strive to satisfy everyone. Hence journalists select themes which occupy space where something else should be told. The disabled people's organizations are aware of this practice and strive to break into the journalistic field via PR activities with the aim to enforce their own themes. According to disabled people, statutory media led by the Czech television are putting aside their themes to the media periphery in the form of unattractive air time. As media professionals, disabled people appear only rarely and primarily in specialized programmes. Disabled people also produce their own media forming specialized journals and internet pages. Along with Goffman it is possible to understand these media as a platform which enables the forming of a specific world-view and the reassuring of group identity.