

## Abstract

The main issue of the dissertation paper was to provide a comparative analysis of ethnic minorities representation in the Czech and Kyrgyzstan media discourses in the 90s of the 20th century. Both of the above mentioned countries have undergone a paradigm change, which in the terminology of the four theories of press changed the so-called soviet paradigm for libertarian one.

*The aim* of the research was to demonstrate that it is possible to use the comparative analysis also in regard to ethnicities (ethnic minorities), cultures and national minority organizations that are geographically distant and typologically different.

The research is based on comparison of four researches developed by the following authors: Petra Klvačová, Tomáš Bitrich: *Jak se (ne)píše o cizincích*, Věra Malkova: *Этнические образы в республиканских газетах. Опыт этносоциологического исследования*, Stuartem Hall (*The spectacle of the "Other"*), Bernard Berelson, Patricia J. Salter (*Majority and Minority American's: An analysis of magazine fiction*).

*The subject of the study* is the collection of texts materials from printed media, supplemented and confronted with a trial research sample of responses provided by representatives of media, politics, science and public etc. (in-depth interviews) on the topic of minorities.

By means of textual analysis of media texts and comparison of responses from the in-depth interviews, we have found out that representations of ethnic minorities in the media discourse of the Czech Republic and Kyrgyzstan have more common features than differences.

For example:

- *A thematic analysis of articles has shown that in both cases (in Czech and Kyrgyz printed media) ethnic minorities are being represented in the framework of similar thematic areas (most of the articles related to the issues of minority groups, are dedicated to political events). Moreover, in the large part of the above-mentioned articles (in both cases), there were manifested some words that can be associated with discrimination, racism and anti-Semitism. The specific thematic area for the Czech media in this case is the "Crime", for Kyrgyz media, the specific thematic areas is "Economy".*

- *By means of trial research in-depth interviews we have found out that the Czech and Kyrgyz journalists that participated in the interviews had agreed on the viewpoint of the following phenomena: 1. The theme of ethnic minorities was at a high extend a tabooed topic at the end of the 80s; 2. Media were primarily focused on social development, economic issues and legislation workout (in regard to Kyrgyzstan the "language" problematic was also in issue) at the end of 80s; Ethnic minority problems remained behind the attention of the media; 3. The ethnic minorities were represented by the following types of media outcomes: news reports, brief informations, comments, special rubrics, special thematic broadcasts at the 90s; 4. Government structures didn't provide any recommendations on the presentation of ethnic problems in mass media, (in the 90s) etc.*