

## Abstract

The thesis is concentrated on the analysis of the political talkshow Otázky Vaclava Moravce (Questions of Vaclav Moravec), especially on the selection of language, and it elaborates used automatized expressions such as clichés and phrases. Above all, the thesis offers a deeper view into the cliché issue, including both cliché in common and specific cliché of the anchorman, using the method of qualitative analysis. An extensive theoretical insight is also an important part of the thesis and it contains exact meanings of terms, that are important for the final version of the thesis. Chosen examined and described clichés are eked out with data from Newton IT Media Archive and SYN2000 corpus, that are to be found for free on the internet. The data provide information about the occurrence frequency and for the purpose of the thesis they are not the most important. The main object of the thesis is to provide a complete view on clichés in Czech media shown on an example of the political talkshow Otázky Vaclava Moravce.