

## **Abstract**

This thesis deals with the question of prestige of subject Geography. Its aim is to explain how much prestige university students attach to Geography, with the help of semantic differential method, and where they place this term in the semantic field of terms. The research was conducted with questionnaire survey which focused on the comparison between the perception of Geography and other subjects, and at the same time the comparison of value judgement of Geography students and students of different programmes.

The first part of the thesis explains the key words and the methods of the research into prestige conducted so far. They were analysed and on the basis of this analysis notional parameters of prestige attached to a subject were set. The following part is the main part. It consists of the questionnaire survey, including the evaluation and interpretation of the results, which is followed by suggestions for improvement of the prestige of Geography, with the use of chosen marketing tools.

**Key words:** prestige; social status; value judgement; attitude; geography; semantic differential; marketing