

Concerned with prejudices and stereotypes in a society and their prevention, this master's thesis outlines the key basis and theories of stereotyping both in a psychological and a social perspective. A special emphasis is placed on Roma minority being analysed from the perspective of the majority society as well as the minority itself. The thesis focuses on introducing multicultural education, in particular the project „Czech Kid“, as a means of increasing prejudice and stereotypes awareness and of modifying our behaviour. The project analysis together with the text extraxts are provided in the practical part of the thesis.