

## **Abstract**

This master thesis deals with an analysis of media discourse of domestic workers in the Czech Republic. The work was based on discourse analysis of media articles generated by Anopress, which is a professional supplier of media monitoring. Through analyzing the way how media portrays institution of domestic workers, the paper tries to point out the media discourse that produces an image of domestic workers as an attractive products and organization of domestic work as a mediator for balancing public and private lives of women. Through concepts of feminist research I am going to try to prove that the media discourse is based on essentialist and discriminatory practices that have a major impact on shaping the image of institution of domestic workers and actors who are connected with this institution. Since this is a media production of information's construction thus it has a significant influence on the conceptualization of institutions of domestic workers in public sphere.

**Keywords:** rental housework, domestic workers, media discourse, discourse analysis

