Abstract

This thesis deals with linguistic stereotypes of cities. Therefore, the object of our interest is onomastic material (oikonyms, ie. own settlement names), which, however, is viewed from the perspective of cognitively and culturally oriented linguistics. The main theory, which the thesis is based on, is J. Bartmiński's theory of stereotype (incl. the so-called. profiling).

We have dealt with the names of three Czech cities that currently belong to the administrative unit of the Vysočina Region: Jihlava, Pelhřimov, Pacov. Following the methodology of Polish authors of J. Bartmiński's scope we have analyzed each of them in terms of three areas: language data, text data and empirical data. We found out concrete connotations of these names in Czech language, and on the basis of these findings of ours we have formulated their stereotypes.

Besides the formulation of the three selected specific stereotypes, this thesis also presents some general observations about stereotypes of cities. It is esp. a case of a proposal the profiles (ie. general aspects, which are usually used in the process of profiling a stereotype), with which you can work in research on stereotypes of cities in general. Furthermore, this thesis elaborates the methodology of analyzing text data, which should be in the centre of attention in a research on stereotypes, more precisely connotations associated with own names. The material of own names doesn´t usually provide a researcher with many language data documents that otherwise (in more often realized researches related to appellatives) appear to be relatively sufficient.