

The study deals with the purism as language ideology. After critical analysis of basic concepts (language cultivating, ideology, language ideology) there are standard language ideology and purism ideology presented. The crucial part of the study consists of: 1. analysis of the evaluation of purism in the contributions on language cultivating in the journals *Slovo a slovesnost* and *Naše řeč* from 1949 to 1968, 2. analysis of purism ideology in these contributions.