

## Abstract

The thesis deals with language ideologies in Czech public discourse. After introducing its topic, motivation and structure in the opening chapter, it devotes the second chapter to a thorough analysis of the research field of language ideologies. It presents various ways of defining them, two different approaches to them and a few key features which characterize language ideologies. The relation of language ideologies and other related notions is outlined, possibilities and ways of investigation are surveyed. Some remarks focus on existing lists or glossaries of language ideologies. The core of this chapter is an original, complex definition of language ideologies grounded in a critical reflection of approaches up to now.

The third chapter summarizes relevant existing findings and on that basis, it formulates the main aim of the thesis – to make a contribution to knowledge on the foundations and ways of conceptualizing language in Czech public discourse.

The fourth chapter elaborates the methodological frame of the thesis. Critical discourse analysis is chosen as a basis – its basics are summarized, main critical comments are considered and a partial solutions are proposed in use of corpus linguistics' tools. Another part of this chapter concerns with keyness as one of the dominant principles used in corpus discourse analysis. It examines some traditional as well as recent ways of determining keywords and in detail it addresses some problems of recent field practice – inadequate measures are used, intracorporal variability is ignored etc. Keyness is then briefly compared with an alternative – the principle of thematic concentration. The part concludes with choosing the most appropriate research tools for analysis.

In the fifth chapter, the data are presented. Two parts of Czech public discourse are chosen as its sample – (1) language bills and parliamentary debates on them from the start of the independent Czech Republic existence up to now, and (2) their media reflection. The chapter describes the data selection and their editing, corpora and subcorpora constructing, metadata notation, and also some limits regarding lemmatization and tagging due to chosen analytical software.

The thesis' core is substantiated by the sixth chapter, which documents language ideologies analysis on the data described above. First, it provides procedure of conducting the analysis, then it compares sequentially two discourse groups – proponents and opponents of language bills. The analysis shows language means used by each group members to express their beliefs and interprets them with regard to language ideologies. In the end the overall nature of Czech public discourse is summarized and present language ideologies identified.

Finally, the eighth chapter provides concluding findings of the thesis and outlines additional possibilities of both deepening and widening the research.

**Key words:** language ideologies, Czech public discourse, language bills, critical discourse analysis, corpus-assisted critical discourse analysis, corpus linguistics, keyness, keyword analysis, likelihood, Cohen's d, #LancsBox