

Abstract

This thesis aims to analyze stereotypes in Czech TV travel shows with a focus on the region of sub-Saharan Africa. The chosen form of research is a content analysis, divided into three parts: thematic, visual, and textual. Thematic analysis focuses on the selection of topics. Visual on how the camera processes the story and the text part analyzes the keywords. Selected programs that were used for this research are three TV travel shows of Czech production: *Objektiv*, *Cestománie*, and *Koření*. All three programs show that the tendency to portray sub-Saharan Africa outside of the news is rather stereotypical, and Africa's unified media presentation highlights recurring themes: political instability, poverty, or a beauty of African nature.