

Abstract

This text deals with a media image of two large minorities in The Czech Republic. It is contribution to wide history of research that deals with question, how media construct and present minorities or foreigners. The author explores the media image of Roma/Gypsies and Ukrainians in Czech tabloids, because it is a specific segment of a media world. The text argues, that presenting of minorities could be different despite researches arguing that it is often negative and stereotypical. This analysis show differences between presenting two minorities and it pays attention to contexts and stereotypes. The author deals with stigmatization stylistic form of tabloid too. About these minorities is significant that both are stigmatized and unheeded while they have a different civil status and a color of skin.