

The aim of this thesis is to describe the two terms – Europeanization and Balkanization – using the Czech and Bulgarian language data. Both of the terms are set in broader contexts of Europe and the Balkans as emerging concepts and the way they have been represented in Czech and Bulgarian. The relevant language data originate in the national corpuses – The Czech National Corpus and The Bulgarian National Corpus. All the examples have been divided according to their expressivity and prevailing subject, which means that we are trying to point out to both – the type of expressivity as well as the most frequent contexts in which the terms appear. The conclusions that have been drawn from the analysis are supposed to either confirm or refuse existence of primarily negative Balkan discourse, and primarily positive European discourse.