

Résumé

This diploma thesis under the title *Linguistic Representation of National Stereotypes in Czech Media* deals with which stereotypes about three chosen nationalities – Romani, Vietnamese and Russians – are present in the selected sample selected from Czech media and how they are linguistically represented. The paper is based on the presumption that despite the principle of political correctness present in most of the journalese code of ethics, it is not possible to avoid some manifestations of shared fixed images of nationalities (called stereotypes) in media. Next, we argue that the media image of the world is based on the Linguistic Image of the World. The theoretical basis of the cognitive linguistics, especially the Prototype/Stereotype Theory and categorization as the way of understanding and assorting the world, were the main methodological sources. There is a chapter on each analysed national group that depicts the means of its categorisation and lists the particular categories that ensued from the analysis as well as the stereotypes that were discovered in the surveyed sample.

Key words: Romani, Vietnamese, Russians, stereotypes, categorization, cognitive linguistics, media