

Résumé

This thesis under the title *Linguistic Representation of National Stereotypes in Czech Media and the Application of Cognitive Aspects in Teaching Czech* deals with which national stereotypes (about Romani, Vietnamese and Russians) are present in the samples selected from Czech media and how these stereotypes are linguistically represented. The paper is based on the presumption that despite the principle of political correctness present in most of the journalists' code of ethics, it is not possible to avoid some manifestations of shared fixed images of nationalities (called stereotypes) in media. Furthermore, 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 categorization and lists the particular categories that ensued from the analysis, as well as the stereotypes that were discovered in the surveyed sample. This thesis also deals with the application of aspects of cognitive linguistics in Czech language lessons (not only), as well as the possibilities of working with national stereotypes in Czech media as an integral part of language teaching, Media education and Multicultural education.

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