

The present master thesis is presenting a cognitive analysis of the word - concept "arrogance". The aim of this analysis is to locate the place of this word-concept in the "Czech view of the world", including a formulation of the entry "arrogance" in the Virtual Cognitive Dictionary of Czech View of the World. I was trying to find out the prototype of this word-concept and its typical associations and connotations brought about in the minds of Czech native speakers.

The thesis is divided into five sections: the first one introduces basic theories of cognitive linguistics with an emphasis on the current Czech "school of thought" in this field and then the Polish and Anglo-Saxon traditions. In this section, I am also dealing with the Russian tradition of the cognitive linguistics. In the second section I am turning my attention to the Internet research and the newspaper texts to find out in what kind of contexts this word-concept occurs and what its meaning is in these texts. The third section contains results of the research, which was made at four schools in Prague (elementary school, secondary school, college and Faculty of Education at the Charles University). The fourth section presents the grammatical characteristics of this wordconcept and also the characteristics presented in the representative dictionaries of Czech language. In this section thoughts of the Mel'čuk's Meaning <-> Text Theory are also presented and referred to the word-concept "arrogance". In the last (fifth) section the didactic transformation of this theme into the exercises I have created for the students of the elementary and secondary school can be found.

The end of the thesis proposes a dictionary entry of the wordconcept "arrogance" in Virtual Cognitive Dictionary of Czech View of the World. This entry contains the grammatical characteristics of the word-concept, its prototype, its categorial features, its associations and connotations brought about in the minds of Czech native speakers.