The Image of the Czech Republic in Anglophone Mass Media

Martin Sekula

Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav moderních jazyků a literatur
akademický rok: 2018/2019

ZADÁNÍ BAKALÁŘSKÉ PRÁCE
(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Martin Sekula**
Osobní číslo: **H16833**
Studijní program: **B7310 Filologie**
Studijní obor: **Anglický jazyk pro manažerskou praxi**
Forma studia: **prezenční**

Téma práce: **Obraz České republiky v anglofonních masmédiích**

Zásady pro vypracování:

Studium odborné literatury
Teoretické zpracování tématu
Formulace cílů práce
Analýza obrazu České republiky v zahraničních masmédiích
Vyvození a formulace závěrů práce

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Kövecses, Zoltán. 2010. Metaphor: A Practical Introduction. Oxford: Oxford University Press.

Lakoff, George, and Mark Johnson. 2003. Metaphors We Live By. Chicago: University of Chicago Press.

Rosenleaf-Ritter, Nicole. 2006. Czech Republic – Culture Smart! The Essential Guide to Customs and Culture. London: Kuperard.

Stangor, Charles. 2016. "The Study of Stereotyping, Prejudice, and Discrimination within Social Psychology: A Quick History of Theory and Research." In Handbook of Prejudice, Stereotyping, and Discrimination, edited by Todd D. Nelson, 1–12. New York: Taylor & Francis.

Tarasheva, Elena. 2014. The Image of a Country Created by International Media: The Case of Bulgaria. Cambridge: Cambridge Scholars.

Vedoucí bakalářské práce: **Svitlana Shurma, M.A., Ph.D.**
                                    Ústav moderních jazyků a literatur
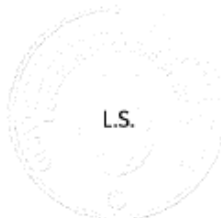
Datum zadání bakalářské práce: **9. listopadu 2018**

Termín odevzdání bakalářské práce: **3. května 2019**

Ve Zlíně dne 22. ledna 2019

L.S.

doc. Ing. Anežka Lengálová, Ph.D.   Mgr. Libor Marek, Ph.D.
            děkanka   *ředitel ústavu*

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby [1];
- beru na vědomí, že bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k nahlédnutí;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3 [2];
- podle § 60 [3] odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 [3] odst. 2 a 3 mohu užít své dílo – bakalářskou práci - nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům.

Prohlašuji, že
- elektronická a tištěná verze bakalářské práce jsou totožné;
- na bakalářské práci jsem pracoval samostatně a použitou literaturu jsem citoval. V případě publikace výsledků budu uveden jako spoluautor.

Ve Zlíně 2.5.2019 ....

....

1

(2) Disertační, diplomové, bakalářské a rigorózní práce odevzdané uchazečem k obhajobě musí být též nejméně pět pracovních dnů před konáním obhajoby zveřejněny k nahlížení veřejnosti v místě určeném vnitřním předpisem vysoké školy nebo není-li tak určeno, v místě pracoviště vysoké školy, kde se má konat obhajoba práce. Každý si může ze zveřejněné práce pořizovat na své náklady výpisy, opisy nebo rozmnoženiny.

(3) Platí, že odevzdáním práce autor souhlasí se zveřejněním své práce podle tohoto zákona, bez ohledu na výsledek obhajoby.

2) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 35 odst. 3:

(3) Do práva autorského také nezasahuje škola nebo školské či vzdělávací zařízení, užije-li nikoli za účelem přímého nebo nepřímého hospodářského nebo obchodního prospěchu k výuce nebo k vlastní potřebě dílo vytvořené žákem nebo studentem ke splnění školních nebo studijních povinností vyplývajících z jeho právního vztahu ke škole nebo školskému či vzdělávacího zařízení (školní dílo).

3) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 60 Školní dílo:

(1) Škola nebo školské či vzdělávací zařízení mají za obvyklých podmínek právo na uzavření licenční smlouvy o užití školního díla (§ 35 odst. 3). Odpírá-li autor takového díla udělit svolení bez vážného důvodu, mohou se tyto osoby domáhat nahrazení chybějícího projevu jeho vůle u soudu. Ustanovení § 35 odst. 3 zůstává nedotčeno.

(2) Není-li sjednáno jinak, může autor školního díla své dílo užít či poskytnout jinému licenci, není-li to v rozporu s oprávněnými zájmy školy nebo školského či vzdělávacího zařízení.

(3) Škola nebo školské či vzdělávací zařízení jsou oprávněny požadovat, aby jim autor školního díla z výdělku jim dosaženého v souvislosti s užitím díla či poskytnutím licence podle odstavce 2 přiměřeně přispěl na úhradu nákladů, které na vytvoření díla vynaložily, a to podle okolností až do jejich skutečné výše; přitom se přihlédne k výši výdělku dosaženého školou nebo školským či vzdělávacím zařízením z užití školního díla podle odstavce 1.

ABSTRAKT

Cílem této práce je popsat prototypický obraz České republiky a srovnat jej s obrazem České republiky v anglofonních masmediích. V teoretické části byly definovány pojmy stereotyp, prototyp a pojmová metafora. Poté byla provedena analýza dané země. Bylo zjištěno, že Česko zpravidla nemá jednu identitu. Češi jsou nezávislí a neochotní spolupracovat, pijí hodně alkoholu a kouří, zároveň připomínají Švejka. V praktické části bylo zjištěno, že nejčastěji zobrazenými osobami jsou Andrej Babiš a Miloš Zeman. Nejfrekventovanější témata zahrnují politické novinky, jídlo, alkohol, uzavřenou a kutilskou povahu Čechů a dopravu. Následující pojmové metafory popisují Českou republiku: Česko je bojiště a neprozkoumaná země. Miloš Zeman se po srovnání jeví jako prototyp Čecha, Andrej Babiš nikoliv. Byla potvrzena dvojí identita, neochota spolupracovat, nadměrné užívání alkoholu a cigaret a kutilská povaha.

Klíčová slova: stereotyp, prototyp, pojmová metafora, masmédia, Česká republika, sociální aktér

ABSTRACT

The aim of this paper is to analyze the prototypical image of the Czech Republic and to compare it to the image presented in Anglophone mass media. The thesis discusses the terms stereotype, prototype and conceptual metaphor. An analysis of the country found out that typically Czechs lack a single identity, are independent and refuse to cooperate. They also drink a lot of alcohol and smoke. Lastly, a fictitious character "Švejk" embodies the typical Czech. Analysis of Anglophone media showed that Andrej Babiš and Miloš Zeman are the most commonly represented Czechs. The most popular topics are politics, food, alcohol, closed nature, do-it-your-self mentality and transport. The following conceptual metaphors describe the country - CZECH REPUBLIC IS A BATTLEFIELD and UNEXPLORED LAND. The comparative analysis found out that Miloš Zeman comes close to the prototypical image of a Czech, while Andrej Babiš does not. The lack of one identity, unwillingness to cooperate, the abundance of alcohol and tobacco consumption and the do-it-yourself mentality were confirmed.

Keywords: stereotype, prototype, conceptual metaphor, mass media, the Czech Republic, social actor

ACKNOWLEDGEMENTS

I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION

Mass media is the subject matter of Media Studies. Among other topics, media research deals with media representation of different countries. Studies mainly focused on countries such as Bulgaria (Tarasheva, 2014), China (Zemanek, 2018) or Poland (Wereszczyńska, 2017). There is also a study which analyzed the media picture of the Czech Republic (Král, et.al, 2012). However, these studies typically look at only certain types of material and methods. This thesis aims to combine cognitive, media and linguistic methods.

The way one nation sees itself or how sociologists see it might not often coincide with the image media projects, especially to the foreign audience. Also, a country can be viewed differently depending on the topic discussed. There is a political image, cultural image, historical etc. In one area the image can be positive, in other it is negative. Together, these images will form the general image. The objective of this thesis is to describe a prototypical image of the Czech Republic and its people and to compare it with their representation in the Anglophone mass media.

The present thesis consists of two chapters. In Chapter I, the cognitive studies perspective, namely the views on stereotype, prototype and conceptual metaphors were researched. A brief study on social actors was also done, so it could be later applied to the representation of the Czech people in the media. Based on sociological studies of the Czechs and the country, a prototypical image of the Czech Republic and its people was described.

In Chapter II, the representation of the Czech Republic in the Anglophone mass media was analyzed. This study included the British and American media, as well as blogs and vlogs. Using the Metaphor Identification Procedure, two conceptual metaphors which describe the country were identified. The Media Audit method was used to find out the most common topics (and people) covered in the media. The findings were also evaluated in terms of positivity and negativity.

As the result of the comparative analysis shows, the prototypical image of the Czech Republic mostly matched the descriptions in the media. The metaphorical and Media Audit findings also corresponded with each other, at least to a certain extent. No strong contradictions were found. There were, however, also theoretical findings which were not confirmed in the analysis. Some of them were only briefly mentioned, others completely ignored. The views of bloggers and vloggers also somewhat differed from those coming from the internet articles.

I. THEORY

1   STEREOTYPES

Stereotypes are powerful tools which shape human behavior and their perception of the world. The French word *stéréotype,* (Etymonline, n.d.) coming from the Greek word *stereo* - solid (Etymonline, n.d.), is seen as the first modern representation. In 1850, the meaning was recorded as an ″image perpetuated without change″ (Etymonline, n.d.). Later in 1922, the term was defined as ″preconceived and oversimplified notion of characteristics typical of a person or group″ (Etymonline, n.d.).

Stereotypes are mainly studied in social and linguistic sciences. Below, the notion of stereotype in sociology and linguistics will be introduced. First, the basic definition of social stereotypes, its advantages and disadvantages and the reasons why people use them will be shown. Next, two present linguistic studies which dealt with stereotypes and language use will be presented. Finally, a more recent term "prototype", will be analyzed and compared to the stereotypes.

1.1   The notion of stereotype in sociology

In this section, three most comprehensive sociological approaches to stereotypes will be discussed: Charles Stangor's, Susan Bryant's, and Walter Lippmann's.

Social stereotypes, according to Stangor (2016, 2), describe traits which are typical for certain social groups or the individual members inside that group. What is even more important is the fact that they distinguish each group from the other. To explain it even simpler, it is what comes to mind immediately when people think of these social groups (Stangor 2016, 2). However, most of the stereotypes we hold are negative. Even expressing a positive stereotype can often be seen negatively because it is assumed that the speaker relies on stereotypes, which means that he/she holds the negative ones too. When one says that for example African Americans are good at athletics and music, it can easily backfire and get the person into trouble for advertising stereotypical views even if the person had no such intentions (Stangor 2016, 2). In addition, stereotypes are inaccurate. Stangor (2016, 2) admits that "there is a good kernel of truth to most group beliefs". However, these group believes should not be used when dealing with individuals.

Why would people use stereotypes then? Bryant (2018) explains that by expecting that all cultures behave in a certain way we try to deal with the unknown. She defines stereotypes as fixed and oversimplified views which presume that all members of a certain culture would behave in a certain way.

According to Lippmann (1922, chap.7), the world may also seem big for some individuals to know everything about it. That is why they develop the so-called "pictures"(Lippmann, 1922) in their heads (stereotypes) that should help. Another reason why stereotypes are used is to defend culture. Stereotypes reflect our position in society, our tastes, opinions or attitudes. They make the world around us a bit more familiar and less inhospitable. We feel that we belong here. They may not show the real world, but they show the world with which we associate ourselves (Lippmann 1922, chap.7).

To summarize, there are three key characteristics of stereotypes: First, a stereotype is fixed and as a rule, does not change over time. Second, a stereotype presents an oversimplified view. Lastly, it tells us something about the group who uses them. For the purposes of this thesis, the following definition of a stereotype will be accepted: It is a fixed, oversimplified image of a certain group of people, made by another group of people, as a form of comparison.

This definition will be applied to the analytical part, where the Anglophone mass media views of the Czech Republic will be analyzed.

1.2 Linguistic view of stereotypes

The following chapter includes two studies which dealt with how the use of a language affects the use of stereotypes. The first study focuses on the perception of a language, which is based on what the language symbolizes in a certain culture. The second study describes how a mother language affects the use of stereotypes.

The relation between a language and stereotypes was identified by de Klerk and Bosch (1995). They studied the acceptance of three languages spoken in the South Africa, namely English, Afrikaans and Xhosa. It was found out that English is viewed most positively especially by the non-English speakers because it is perceived as a language of business, entertainment and is viewed as anti-governmental. Xhosa speakers (a local, ethnic language) were described as loyal, friendly and fair. The Afrikaans language, on the other hand, was not supported, at least not beyond the country's boundaries, since approximately half of the speakers are non-white who were usually excluded from the political affairs of the country, with Afrikaans language being seen as the language of authorities.

Another study (Bucholtz, 2004) describes a case of two Laotian girls, with the same mother language, who immigrated into the United States and grew up there. Although their identities differed, they were often seen in the fixed stereotypical way. The fact that they

lived and expressed themselves differently, such as in the use of the youth slang, did often not help, as they were seen as the speakers of Laotian.

To summarize, language affects national stereotypes. A simple fact of speaking a certain language can already make a person a target of stereotypes. The same language groups can be affected too. The Czech language belongs to the Slavic languages, which often makes the Czech Republic a target of stereotypes related to Eastern Europe and Slavic countries, as will be shown in the further analysis.

1.3 Prototypes

Stereotypes are needed to know the world better. Another thing which helps humans in knowing the world better is organizing concepts into categories.

This process is called categorization (Rosch and Mervis 1975, 573-605). The members of the categories can be further analyzed. The term *"prototype"* was thus introduced by Rosch and Mervis (1975). They see prototypes as category members that share most elements with other members from the same category. This is called "*family resemblance*" (Rosch, 1975). This hypothesis is related to the method of classification called "*cue validity*" (Rosch, 1975), which measures frequency of the cue in the certain category. For example, a chair is a prototypical member of the category furniture, since it has the most family resemblance with other members.

Prototypes, according to Bryant (2018), unlike stereotypes, are not fixed and are constantly modified and improved. They also take a central view, unlike stereotypes, which assume that all members are the same. For example, there is a company based in the Middle East (Bryant 2018). The stereotypical view would assume that the managers are Arabs and that any deals would be long and involve a lot of negotiation, since that is the stereotypical view of Arabs. The prototypical view would focus more on the one concrete company and the one concrete owner.

Geeraerts (2009, 149) agrees with Rosch that not every member is equally representative. He also mentions that the categories are unclear. The fact that there are no clear boundaries, makes prototypes difficult to study, since there are too many subjective things about them.

The categories are never exactly set (Murphy 2004, 21). The world is rich and diverse and there will be always a problem to categorize it perfectly and to distinguish the members and non-menbers of each particular category. The concepts would therefore be always *"fuzzy"* (Murphy, 2004).

To sum up, prototypes are the most representative members of a certain category. However, both a category and a representative member are subjective and depend on the attitude of the speaker.

1.4 Social actors

A country is comprised of people. The people make certain decisions and are represented in a certain way. The critical discourse analysis refers to these people as "social actors" (van Leeuwen 1996, 32).

Machin and Mayr (2012, 77) claim, that there is no neutral way of how a person can be portrayed. The writer has always many choices of how the person or a group of people can be described. Van Leeuwen (1996, chap.3) classifies the representation of social actors in texts:

1. Nomination and functionalisation

A social actor can be considered to be unique and important as an individual and thus being nominated. Nomination can be positive or negative. Functionalisation describes social actors according to their occupation or role, for example, "a leader".

2. Identification

Identification describes what social actors basically are. There are three types. The first is called classification which includes basic things like age, race or religion. The second, relational identification describes relations, such as a "girlfriend" or "father". The last one is called physical identification, such as "brunette" or "short".

3. Role allocation

The roles can be either active or passive. Active role means a direct influence of the social actor. For example, one can say that a president made a certain decision. The passive role creates an image of someone who only passively reacts to the others. For example, a president was forced to sign a treaty.

4. Association

A social actor can be associated with another social actor or a certain thing. This means that the associated thing/person is often for example mentioned or compared to the social actor.

5. Indetermination and Differentiation

Indetermination means that a social actor is referred to in pronouns ("somebody", "some people"), which makes the social actor anonym. The writer considers more specific

information irrelevant. Differentiation makes a difference between "us" and "them"(van Leeuwen). For example, a Muslim (them) attacked a Czech (us).

6. Impersonalisation

Social actors do not have to be semantically referred to as "humans". There are two types of impersonalisation: abstraction and objectivation. An example for abstraction is "rich, or black." A certain quality is assigned to the social actor in question. Objectivation means, that social actors are referred to a certain thing or place which is associated with them.

These six categories will be applied to media representation of two Czech politicians Andrej Babiš and Miloš Zeman.

2 CONCEPTUAL REPRESENTATION AND STEREOTYPES

This chapter focuses on concepts and conceptual metaphors. It analyses the approaches to the term "concept" as well as briefly describes what conceptual metaphors are.

2.1 Approaches to defining "concept"

The term "concept" has been extensively used in all parts of life. With the development of conceptual studies, many ideas regarding the "concept" were presented. Margolis and Laurence (2011) summarized the main approaches to the term.

In Classical Theory (Margolis and Laurence, 190-195), concepts are defined as mental representations which need necessary and sufficient constituents. For example, concept BACHELOR includes two necessary constituents, MAN and UNMARRIED. If something falls under these two constituents, it is considered to be a part of the concept BACHELOR. However, if one of the constituents is absent, it is not a part of this concept. The reliance on the fact that all constituents must be present is a first drawback of this theory. Secondly, even concepts which meet the requirements are often problematic. Consider again the concept BACHELOR. A pope or a gay man living with his long-term partner are both men and unmarried, yet neither of them are considered to be bachelors.

The second approach is called Prototype Theory (Margolis and Laurence, 195-198). Certain constituents need to be present to form a concept as in the Classical Theory. Unlike the Classical Theory though, not all of them have to fit, only a sufficient number. The more constituents fit, the more representative the member is. For example, for a concept of a bird, a robin is more representative than a chicken because more of its constituents fit.

The last theory is called the Theory Theory (Margolis and Laurence, 198-200). Within this approach, the speakers are believed to be more concerned about whether the object has the "right inner properties". The object is required to possess those "right properties" in order to be acknowledged by a speaker as a certain concept. The "right properties" are decided by the speaker. Sometimes the speaker might be an expert and thus require a more detailed set of "right properties", but mostly the knowledge is rather schematic. This theory is rather subjective and can sometimes come to very questionable conclusions, as, for example, the concepts of scientists and common people might often be drastically different, as is the case with "flat" Earth.

Concepts can be combined together. To understand this better, a so-called Conceptual Blending Theory was introduced by Fauconnier and Turner (2003, 57-86). Blending is a mental operation where two partially relevant concepts are blended into one. By doing this

a new meaning is made. They present an example with a ship which sailed from San Francisco to Boston trying to be faster than another ship, which made the same journey in 1853. In this case, two concepts are made, the first is the 1993 ship, the second is the 1853 ship. These two different events can be blended into one mental picture. Things such as the arrival and departure, the time needed for the whole voyage, the actual boats and many other can be thus compared for both ships using one mental picture.

Though concepts can be seen as prototypes, in this thesis, a concept is seen as an abstract representation, which includes certain constituents, ordered according to their salience. On the other hand, for a stereotype to exist, combining (blending) of at least two concepts to make a new meaning, is necessary.

2.2 Metaphors

When two concepts are combined, a metaphor is formed. But what exactly is a metaphor? According to Kövecses (2010, 9), a metaphor is a figure of speech where one thing is compared to another based on some similarities they share. In a classical example: *"Achilles was a lion in the fight"*, the *"lion"* is a metaphorical expression, which characterizes Achilles. Both Achilles and a lion share common traits, such as strength or bravery. Instead of saying that Achilles was strong and brave, the metaphor "lion" is used. The purpose of this expression does not end here though. In literature, the eloquence and emotional attractiveness of the language used is also relevant. It can be said, that there are two main functions of a metaphor. The first conveys the meaning (using comparison) and the second impresses emotionally.

Traditionally, a metaphor (Kövecses, 9-10) is believed to have five most commonly accepted features. First, metaphor is a linguistic thing, as in the example about Achilles and a lion, they are both words. Second, metaphor is emotionally pleasing and elegant way of language use. Third, it is based on resemblances of two things, such as the bravery of Achilles and a lion. Fourth, metaphor creation is conscious and a certain talent needs to be possessed to use them well. Fifth, the one which is the most relevant for the following lines, it is believed, that one can do without metaphors, since they are used for special occasions and thus not part of ordinary life. This is however not true as will be shown in the next section.

2.3 Conceptual metaphors

George Lakoff and Mark Johnson (2003, 4) contradicted the classical view of metaphor, when they published their seminal book *Metaphors We Live By*. They argued, that metaphors should be viewed as a key concept of meaning as metaphors are constantly present in our daily language and thoughts. They govern our activities, thinking, or our relation to other people. It does affect our conceptual system too.

A conceptual metaphor (Kövecses, 4) consists of two domains, where conceptual domain B is projected upon a conceptual domain A. In other words, one domain, or target domain, is understood in terms of another, source domain. Lakoff and Johnson (2003) found out that we, for example, perceive ARGUMENT (A, the target domain) as WAR (B, the source domain) through a conceptual metaphor ARGUMENT IS WAR. This means that people often speak of ARGUMENT in terms of WAR (Lakoff and Johnson 2003, 5). If our culture sees an argument as a war, a corresponding *"war vocabulary"* will be used. For example, when arguing we may say that we attack or protect ourselves. The person we are arguing with is our adversary or rival. We may use different tactics or traps. Thus, an arguing can look like a war. However not all languages or cultures share this type of thinking. There may be a culture, which would use a different set of ideas when arguing. With such a different concept, a completely different vocabulary would be used and for us, it would not even look like they are arguing. This means that argument is not always war, only in some cultures. In this sense, a conceptual metaphor "is understanding one thing in terms of another" (Lakoff, 5).

When we speak of ARGUMENTS as WAR, we use a mental mechanism called mapping (Kövecses, 91-93). As it was mentioned earlier, a conceptual metaphor consists of two domains. This would suggest that the concept A is exactly the same as concept B. However, this is not the case. Only a part of the concept A is mapped onto the concept B. The so-called "Metaphorical Highlighting" comes into play. Kövecses gives the following example: THE MIND IS A BRITTLE OBJECT.

Her ego is very *fragile*.

She is easily *crushed*.

The experience *shattered* him.

In this case the source domain deals with only one aspect, namely the mental weakness. This is called highlighting. The concept has, however, usually more aspects. The ones which are not highlighted are called hidden (Kövecses).

In the chapter which deals with the analysis of the country through conceptual metaphors, the aspects which are both included and excluded will be mentioned.

It was also stated that a concept includes constituents which are ordered according to their significance. The most common (stereotypical) constituents mainly define the concept. A concept can be therefore seen as a stereotypical representation of something. Since a conceptual metaphor consists of concepts, it also contributes to the perception of stereotypes.

3 IMAGE OF A COUNTRY: ITS CONSTITUENTS

The image of a country is according to Elena Tarasheva (2014, 6) a "mental picture of a country created through media publications". The style and techniques used by media lead to certain results. Each person then reacts to this news individually and creates a picture of the country in question. This chapter describes the Czech Republic and its people. The results will be compared to media representation in the analytical part.

3.1 Overview of Czech sociological studies

Below, four Czech sociological studies are listed. The first one was written before the Czech Republic joined the European Union. The second study focuses on the history and its relevance to the contemporary society. The next study highlights the topics of globalism and multiculturalism and its importance for the Czech society. The last one is a survey, which compares the Czech Republic to other members of the EU.

In 2002, before the entry into the EU, Jiří Musil (2002, 21-24), a Czech sociologist, compared the Czech sociology with its European counterparts. He focused mainly on the development and changes which the field experienced during the second half of the 20th century. The Czech and other former communist countries suffered from an isolation, lasting for approximately 40 years. As a result of that, the Czech sociology had a lot to catch up with. Nowadays, it does not focus on topics relevant to current societies such as national identity, nationalism, the role of individual states inside bigger institutions, the position of media in terms of democracy or the importance of education. Another problem was the lack of cooperation with experts on history, economy, ethnology, anthropology or politics.

Tomáš Halík (n.d., 54-57) identified some problems of the Czech society and its historical causes. The first is a problem with elites. Czechs may be skeptical about elites mainly because they did not have any for a long period of time. It started with the Hussite wars, which isolated the Czech historical lands. Because of forced re-catholization two hundred years afterwards, many protestant members of the Czech lands left the country. The cultural growth of the 19th and early 20th centuries could be therefore seen as a plebian one. German occupation followed by the Communist regime also saw a huge outflow of "elite Czechs". The second problem deals with the national identity. As the author states, national traditions, culture and history are very often being questioned and undefined in the Czech Republic. The Germans, a powerful neighbor, along with the Catholic religion often played an important role, as they often represented the oppressors. The way Czechs fought

them was frequently with humor, which would belittle and ridicule the authorities. The popular Czech character "Švejk" is seen as a symbol of this brightness and passive fight against the enemies.

This lack of national identity and isolation, according to Jan Keller (2002, 26-31), also effects globalism and multiculturalism in the Czech Republic. For example, racism and xenophobia are quite common, with the younger generation being no exception. He predicts, that a strongly nationalistic political party will be founded as a result of that.

As a part of European social survey, that compared European countries and their values, Petra Anýžová (2018, 6-16) indicates, that the Czechs had a very little value in terms of benevolence in comparison with other countries from Europe. This means that they are not so much other-oriented but appreciate individualism. It also suggests a lower level of tolerance and collective free time activities. Czech Republic is, among other Eastern European countries, also more traditional. The biggest difference between Czechs and Western Europe is seen in a relation between education and individualism. Czech people, who have a college degree tend to be more individualistic. The ones who think more in collective terms are usually those with lower education and income. In Western Europe, the results were exactly the opposite, with educated people scoring a higher level of benevolence instead of individualism, which is a domain of those less educated. The author suggests that this may have something to do with the Czech educational system, which often neglects the topics of tolerance.

There are two key aspects characterizing Czech people: identity and individuality. Both Halík and Keller agree with the fact, that the Czech identity is not clearly defined, since in the past it was ruled by "foreign" groups, such as Germans and Soviets or even Catholic religion. The country is also situated between the west and east and thus forms a certain bridge but not a clearly specified culture. The Czech identity was mainly developed by "plebian" people, who were fighting the foreign elites. This resistance against foreign elites can be nowadays, for example, seen in resistance to the EU, which many people may see as the foreigners who run the country (as in the past). At the same time, individualism can mean a lack of interest in cooperating. The lack of cooperation can be also seen in low tolerance of multiculturalism, racism and the benevolence.

3.2 An image of a Czech

Rosenleaf-Ritter (2006, 33-36) describes the Czech nature in three words: resilience, reserve and cleverness. Regarding the resilience, Czech people often have a sense of

opposition towards things coming from the outside world. They are also reserved which reflects in the way they talk to strangers (or not talk at all). Smiling is rare and rather saved for friends and relatives, not for unknown people. Czechs are also clever in a way often associated with Good Soldier Švejk, a fictitious Czech character of World War I period. He is viewed by his superiors as lazy and incompetent, but it is Švejk himself, who ultimately uncovers the hypocrisies of the empire. He does it through passive resistance and humor, a behavior that has become known as "Švejkism". Some claim that this is the core element of Czech character, but according to Ritter, there are Czechs who do not want to be associated with it at all.

Staněk (2015, 20-25) also offers a view of "an ordinary Czech" that forms a stereotypical image. Firstly, a typical Czech likes to collect and keep things since they may come handy at some point in the future. He usually lives in a smaller town, has a wife and two kids. Czechs also like pets and usually have some. As for the leisure time, they do not shy away from alcohol or tobacco products. When eating, the size of the portion and the taste is often more important than for example some information about composition. Czechs watch television and read tabloid press quite often. Croatia is the most favorite holiday destination, as it is reachable by cars.

In another research (Sociologický ústav 2016, 5), which dealt with the use of time among Czechs, it was found out that they spent quite a lot of time doing housework. Responsibilities among men and women also differ. Women are more oriented on kids and housework, whereas men focus mainly on the paid job. As a result, women have less free time than men, especially on the weekends when men do not go to work.

To sum up, Czechs rely on themselves. The fact that they keep and collect a lot of things suggests that they possess a do-it-yourself mentality and often make things by themselves rather than rely on services. A lot of time is also spent on housework, which is backed up by the research. Regarding the entertainment, they are not that much concerned with health and drink quite a lot of alcohol, eat unhealthy dishes or smoke. They are also rather skeptical about new things or people, which is represented in their reserved behavior.

3.3 A prototypical image of the Czech Republic

Czech Republic is a parliamentary republic which was established in 1993. It has approximately 10.4 million people with the city of Prague being the capital. The country consists Zf three historical lands - Bohemia, Moravia and Silesia. The country is located in the central Europe bordering on Poland, Slovakia, Austria and Germany.

The official language is Czech, the currency is the Czech crown (CZK). Czech Republic is a member of NATO (since 1999) and EU (2004).The prototypical image of a country with millions of people have to rely mostly on statistical data. The relevant are listed below.

It was mentioned that Czechs watch TV frequently. The cultural programs are the most frequent (27.9% of the total time) followed by the news (23%), sports (18.6%), documents (13.1%) and other ungrouped (Programová struktura, n.d.).

As for the alcohol (Spotřeba alkoholu na osobu, 2018), in the consumption of pure alcohol for persons of age 15 and more, the Czech Republic has the highest number along with France (11.7 liters per year). As for 2014, there are 28.7 % of smokers (the EU average is 24 %). This is the 7th highest number in the EU (Kuřáci podle pohlaví, 2014).

The Russian language (Studium vybraných cizích jazyků, 2019) is studied more frequently in comparison to the EU. The most studied languages for upper secondary education is English, which is studied by 91.8 % of students, followed by German with 37.5 % and Russian with 8.1 %. The English language also dominates the EU average with 86.1 %. Other preferred languages involve German (15 %), Spanish (14.1 %) and French (14 %). Russian has only 2.4 %. The statistics counts with the fact that more languages can be studied at once.

A research (Luš, 2018) done in the Czech Republic, Austria, Hungary, Slovenia and Slovakia found out that Czechs are the biggest skeptics about the EU. It shows, that 34 % of the Czechs want to leave the union.

This chapter described the Czech Republic and its people using sociology studies, research and statistics which often compare the country with the European Union. The following lines summarize this chapter and will serve as a point for comparison in the analytical part which uses the media audit method.

It should be noted that the Czech Republic does not have one clear identity. There is an influence from both the West and East. On the one hand, it is a member of the EU and NATO, on the other hand, Russian is still quite popular, Croatia is the most favorite destination, and in terms of the benevolence and traditions, it had more resemblance with the Eastern Europe.

Czechs are reclusive and independent. The level of benevolence is lower than the EU average. This independent spirit is also reflected in the Czech do-it-yourself mentality.

Czechs do not like authorities. In the history, Germans and Catholic religion were seen as the oppressors. Today, many think the same about the EU. The term "Švejkism", which combines a passive resistance using clever humor is often applied.

Czechs drink a lot of alcohol (especially beer) and eat food which is unhealthy and heavy. There are a lot of smokers too.

II. ANALYSIS

4 MATERIAL AND METHODS

The study relies on two methods, The Metaphor Identification Procedure and Media Audit. The comparative and counting analysis are used too.

4.1 Material

Mass media is typically defined as "channels of communication" (Campbell, Martin and Fabos 2019, 6) which brings information to large audience (Campbell, et al., 6). A significant change has been noted in the past years. Mass media is transforming into digital media, with the internet playing a major role (Campbell, et al.,5). Therefore, as a material for the analysis, articles from the internet media resources, as well as blogs and vlogs were used.

A total number of 100 articles was chosen, video news were disregarded. Of these, 80 articles came from the British media, which were collected using the term "Czech Republic + the relevant media". The articles were selected from: the *BBC* network (40 articles) over the period from 20 October 2017 to 6 February 2019; the *Independent* (20 articles): 7 October 2016-15 March 2018, and the *Guardian* (20 articles): 8 Nov 2018 -26 Mar 2019. The other 20 articles focus on travel in the Czech Republic. The following websites were used: CNN Travel (9 articles); Fox Travel (4 articles); Lonely Planet (2 articles); Today (2 articles); World Travel Guide (3 articles).

Additionally, 10 expat blogs (the most recent ones), and 13 Youtube vlogs (where foreigners who have lived in the Czech Republic, described their experience) were used.

4.2 Conceptual metaphor analysis

The analysis came in two parts. The first one, which uses "The Metaphor identification procedure"(Pragglejaz Group, 2007) was applied to the 100 articles.

Conceptual metaphor analysis entailed two steps: first, metaphor identification procedure was used to identify verbal metaphors in the text, and then verbal metaphors were further grouped according to common target and source domains. The "Metaphor identification procedure" (Pragglejaz Group, 2007) required the following steps:

1. to read the whole text to have an understanding of the meaning;

2. to identify the lexical units of metaphorical nature;

3. (a) for each lexical unit to establish its contextual meaning;

 (b) for each lexical unit, to decide if it has a more basic meaning in other contexts too;

Basic meaning is more specific, relevant to body action, or simply older in terms of its origin.

(c) if there is a more basic meaning in other contexts too, to decide whether the contextual meaning can be understood using the basic meaning;

4. if so, to label the lexical unit as metaphorical.

When the metaphorical expressions were found, they were grouped and arranged according to their frequency. The counting and comparative analysis were used. Afterwards, proper conceptual metaphors were identified.

4.3 The media audit analysis

For the analysis of the 80 British articles, as well as blogs and vlogs, the media audit approach was used. According to Bajčan (2003), media audit is a clear overview of media output during a certain time. It allows to find out how positive or negative the media depiction of a country is. Apart from that, the frequency of certain topics is revealed.

As a part of media audit, the most covered topics were found, using the counting analysis. Another step was the analysis of represented social actors, such as Andrej Babiš and Miloš Zeman. Van Leeuven's classification (1996) was applied to representations:

1. Nomination and functionalisation

2. Identification

3. Role allocation

4. Association

5. Differentiation

6. Impersonalisation

The positivity or negativity was determined according to the most common words. A counting analysis was again used. A big focus was also set on the headlines.

5 CONCEPTUAL METAPHOR

The following conceptual metaphors describe the Czech Republic. The first one deals with the political situation as seen in the media. The second one presents a view of articles which focus mostly on travel.

5.1 CZECH REPUBLIC IS A BATTLEFIELD

The BATTLEFIELD conceptual domain embraces images of for example fight, war, casualties or destruction. The articles about political news present the Czech Republic as a country where a constant fight is present. The word "battle" with reference to the country is mentioned three times.

Its political leaders are also included. For example, Miloš Zeman is said to have "taken aim at the press" ("Czech president calls press conference", 2018) and also to "have attacked the media" (Osborne, "Thousands take to streets", 2018). He has also "blasted the press" (Osborne, "Thousands take to streets", 2018). When running for the presidency, he "defeated" (Janicek 2018) and "beat" (Janicek, 2018) Jiří Drahoš, who also "conceded defeat" (Janicek, 2018). The victory of Miloš Zeman was seen as a "blow to the country's political elite" (Roberts, 2017).

The current Prime Minister Andrej Babiš is described as "embattled" two times: "Prague rallies against embattled Czech PM" ("Prague rallies", 2018). He has been accused of a "conflict of interest" (mentioned eight times). He has also "crushed his rivals" ("Czech election: Billionaire Babis", 2017).

People of the Czech Republic are resistant. There is a "democratic resistance" (Nougayrède, 2018) in the country where people protest to "challenge the country's President "(Osborne, "Thousands take to streets", 2018). The Czech Republic also "clashes the EU views"(Adler, 2018) and meets Poland to "discuss their struggles"(Nougayrède, 2018).

The Czech history is presented in a similar way, for example the reform under Alexandr Dubček was "crushed" (Cameron, "Soviet 1968", 2018) or the Stb were described as the "praetorian guard of Czechoslovak communism" (Cameron, "The Czechoslovak Spy", 2018).

The absence of one clear identity is responsible for the inner situation, where different identities clash. The Czech political history and present are both illustrated in a similar warlike manner. This suggests a fixed stereotypical view from the British press which still sees the country as a battlefield.

The idea of a fight is highlighted. However, other aspects such as the consequences of a fight (casualties, destroyed cities) or the "weapons" used are hidden.

5.2 CZECH REPUBLIC IS AN UNEXPLORED LAND

Another recurrent conceptual metaphor was traced in the tourist guides mainly. The rich and metaphorical language which was often used provided enough sources. The conceptual domain UNEXPLORED LAND involves images of exploring, getting lost, and perhaps even dangerous things connected to the unknown things.

As the iron curtain fell, new opportunities for tourists arose. The Czech Republic became a target for many enthusiastic tourists who could now explore it. The idea of exploration is omnipresent. The word "explore" itself is mentioned five times, with the city of Prague, topping the list. Tourists can "explore" well-known tourist attractions or be more adventurous and explore for example the "mysterious passages underneath the main square" (Fedikovych, 2018). It is not just historical sites which are worth exploring: one CNN guide also suggests to discover the microbreweries and the "culinary heritage of the Czech lands" (Gaze, 2017). Other places than Prague are also mentioned. In another CNN article with a fitting name, "8 undiscovered Eastern European cities", the city of Karlovy Vary is mentioned (Crossan, 2013). Brno is described as "bizarrely overlooked central Czech city riddled with architectural gems" (Neild, 2013).

The word "wander" is mentioned four times. For example, you can "wander the gorgeous park" ("City Highlight", 2017) or "wander around the neatly kept gardens" (Hartley, 2012). He who explores, can often get lost. It is surely easier "in the maze of streets" (Gaze, 2017) of Prague. The word "maze" itself is mentioned four times. However, getting lost in this manner is seen as something rather pleasant and unforgivable as the characterization of Adršpach Teplice Rocks, located in Bohemian Switzerland, shows: "Getting lost in this labyrinth of giant sandstone formations, nicknamed 'City of Rocks' for their surreal looks, is a magical experience" (Fedikovych, 2018).

It is perhaps the following excerpt regarding Prague which best summarizes the exploration spirit: "The best way to discover this city of 1.2 million is to wander its maze of cobbled backstreets, stumbling upon a church, a café or an art gallery to which you'd be hard-pressed to find your way back" (Gaze, 2017).

As a part of discovery, the traveler may come across splendid relics which resulted in the use of lexical units such as "gem" or "jewel". The word "gem" is used three times, for example the city of Kutná Hora is described as "a gem of a town"(Fedikovych, 2018). In

Brno, there are a lot of "architectural gems" (Neild, 2013), one of these "brightest architectural gems" (Fedikovych, 2018) being the Villa Tugendhat. Karlovy Vary, a spa town, "echoes the opulence of the golden days of the European aristocracy" (Fedikovych, 2018). The Prague Castle and Old Town Square are worthy of the visit and have a "wealth of spectacular sites" (Gaze, 2017). The word "worth" alone is mentioned four times.

The word "jewel" is mentioned twice, as in "the brightest architectural jewel of the town"(Fedikovych, 2018).

One article oversimplifies the view of the Czech Republic by simply referring to it as Eastern Europe. The idea of unknown can be also seen as stereotypical (and fixed) since it still views the country as something new.

Only the positive images, such as the ones of exploring, wandering and discovering are highlighted. Even getting lost is presented positively. The negative images regarding danger are hidden.

The "jewels" and "gems" describe the beauty of the Czech cultural historic sites. They impress the writer and create a positive image of the country.

6 THE MEDIA AUDIT ANALYSIS

6.1 British media

6.1.1 The overall coverage

Czech politics is naturally the most popular topic in British media: 48 % of the articles deal with politics. The following topics are of interest for the media: Czech election, Czech Republic and the EU, Andrej Babiš, Miloš Zeman.

Most of the articles are written in a neutral way; however there are some, regarding Andrej Babiš or Miloš Zeman, which appear as rather negative. The topics discussed deal often with the Czech election, which according to some "split" the country (Cameron, "The politically incorrect", 2018).

The country is simply referred to as "an Eastern European country" three times in a headline as in: "Eastern European companies fear 'chaos' of no-deal Brexit (MacDowall, 2019) and "Eastern European tech entrepreneurs are reviving the region's startup scene" (Kahn, 2017) and "A new wave of dissidents in the east can turn back Europe's populist tide" (Nougayrède, 2018).

The Czech attitude towards the EU is mentioned in eight articles in a negative/neutral way where the Czech Republic is sometimes represented as opposing the EU politics; for example when dealing with the refugees: "EU to sue Poland, Hungary and Czechs for refusing refugee quotas" ("EU to Sue Poland", 2017). The Visegrad attitude towards the EU is also mentioned here: "Visegrad: The clash of the Euro visions" (Adler, 2018). The topic of populism is tackled two times, "How populism emerged as an electoral force in Europe" (Henley, 2018) and "A new wave of dissidents in the east can turn back Europe's populist tide" (Nougayrède, 2018). The rest is neutral. Three articles (Tait, "Czech democracy", 2018), (O'Carroll, 2018), (MacDowall, 2019) deal with the Czechs and Brexit. One article ("Czech rum", 2018) writes about the Czech rum (with regard to the EU regulations).

Poland and Russia are most often associated with the Czech Republic. Both countries are mentioned four times. Russia is presented in all articles negatively. Two headlines involve the word "spy" as in "Prague: The city watching out for Russian and Chinese spies" (Cameron,"Prague", 2018) and "Russia spy poisoning: Czechs angrily reject Russia claims" ("Russia spy poisoning", 2018). This is supplemented by the word "hacker": "Czech police arrest alleged Russian hacker in joint operation with FBI"

(Osborne,"Russian hacker", 2016). One article describes the Czech-Russian past:"Soviet 1968 invasion: Czechs still feel Cold War shivers" (Cameron,"Soviet 1968", 2018). Poland is seen as an ally who often stands against the EU (see the Czech attitude towards the EU).

The second most popular topic is daily news with 34 % (27 articles). There is a number of articles (five in total, which is 19 % from this category) describing rather unusual things about Czech people. For example, one BBC article reports the following: "Mankini-wearing 'Borat' tourists arrested in Kazakhstan"(Harrison, 2017). Dangerous things are also not excluded, as it is shown in other articles like here: "Czech man mauled to death by lion he kept in back yard ("Czech man mauled", 2019)" or "Man caused train crashes then left Arabic messages to provoke anti-Muslim backlash, prosecutors say (Embury, 2018)". The press does not use overly expressive words which would openly denounce it, however they point out that it is against the law. For example, the word "illegal" is mentioned four times. The "Borat" tourists were fined, as well as the man who was killed by a lion (he was fined before the incident for illegal breeding). The theme of "madness" goes on when dealing with the most popular Czech politicians too, as will be shown later.

Culture articles constitute 10 % (8 articles) of all articles analyzed. This is the only section where a clear positive picture of the country is felt. For example, the Czech pilot František is described as "remarkable", "splendid" or as "an ace" (Bowlby, 2018). Miloš Forman, the director, is "one of a small number of foreign directors to enjoy lasting commercial and critical success in Hollywood"("Milos Forman", 2018). He is also described as a "great director" and "genius"("Milos Forman", 2018).

The rest of the articles do not fall into one exact category. There is for example one article about Petra Kvitová, who was recently attacked in her own apartment and suffered some damages. She is referred in all three headlines as a "tennis star" ("Petra Kvitova: Man who stabbed", 2019), ("Petra Kvitova: Tennis Star", 2019), (Reuters, 2019).

6.1.2 Social actor Andrej Babiš

The Czech Prime Minister Andrej Babiš enjoys the most coverage from the British press. Of 80 articles analyzed, Mr. Babiš is the primary focus in 16 % of them (13 in total). He is also mentioned in several other articles regarding politics. Unfortunately, not a single article presents him in a positive way. Though, most of the articles are written in a neutral way, 4 articles describe him rather negatively, for example one Guardian article (Tait, "Rich, Scandal-hit", 2019) refers to him as a "scandal-hit" person.

6.1.2.1 Nomination, functionalisation

Andrej Babiš is known in the British press under many different names. The Independent compares him twice to the American president Donald Trump. This is shown right in the following titles: "The Czech Republic has swung to the right by electing its very own Donald Trump" (Heijmans, 2017) and "Czech Republic's 'answer to Donald Trump' Andrej Babis on course for election success" (Smith, 2017). If his name appears in the title, it is always preceded or followed by his role, for example Czech Prime Minister (this is the most common description in headlines). Another possibility is adding a brief explanation "Czech elections" because it is not expected from the reader to know who Mr. Babiš is. The last more frequent name "leader" (16 times) is a functionalisation which implies his important position in the political sphere of the Czech Republic but also draws attention to his political party called ANO.

6.1.2.2 Identification

The basic identification describes Andrej Babiš only in terms of age, which is mentioned six times. Other information regarding his race or religion is excluded. Relational identification is present in articles dealing with his son, where Mr. Babiš is referred to as "the father" ("Andrej Babis: Czech PM denies", 2018). His physical identification is not mentioned.

6.1.2.3 Role allocation

Andrej Babiš is always seen in an active role. He is the one who influences the affairs of the Czech politics and who is also responsible for it. His dominant position and power is shown for example here: "while he had 'invited everyone for talks', he was not prepared to 'cooperate' with either the far-right, anti-EU Freedom and Direct Democracy party or the Communist Party" ("Czech election: Billionaire Babis", 2017)" or here: "Mr Babis is a media mogul who owns or controls the country's two popular newspapers" (Smith, 2017).

6.1.2.4 Association

Associations are primarily made to the above mentioned wealth and populism. The most frequent politician associated with Mr. Babiš is another politician Tomio Okamura (four times) who is seen as a potential ally of Andrej Babiš: "if Mr Babis works out a coalition government with Tomio Okamura" (Roberts, 2017). Another association is the above mentioned Donald Trump.

6.1.2.5 Differentiation

Opinions of his critiques are often quoted. The picture presented in the mass media makes a difference between "us" and "them". Six opponents in total express their disagreement with Mr. Babiš actions, for example one critique says that "This guy is a real danger for the Czech Republic" (Heijmans, 2017). However, Andrej Babiš is also often quoted as in here: "The problem of this false political case is that I have entered politics... However, I won't give up," ("Czech PM Andrej Babis", 2018).

6.1.2.6 Impersonalisation

He is called a "populist" eight times, whereas the word "billionaire" is mentioned 18 times. The word billionaire is sometimes supplemented with the fact that he is the second richest person in the Czech Republic (five mentions).

6.1.2.7 Stereotypes connected with Babiš

There is an oversimplifying comparison with Donald Trump, which comes from the similar first impression (wealth, populism). This first impression automatically forms a negative attitude. His wealth and influence could be a reason why the media question his real intentions, because when one is wealthy and powerful, it can be automatically presumed, that the person acquired it dishonestly. He is also seen as another populist in the Eastern Europe (see Overall coverage, A new wave of dissidents...).

Andrej Babiš is not represented as a prototypical Czech in the researched media.

6.1.3 Social actor Miloš Zeman

The Czech president is the second most popular person in the analyzed British press. Miloš Zeman is the main topic in 10 % articles (8 out of 80). As well as Mr. Babiš, he is also referred to in other articles, when for example speaking about the Czech government in general. Just as Babiš, Miloš Zeman is not depicted in a positive way: two articles present him rather negatively, calling him for example "populist" (Janicek, 2018) or "politically incorrect" (Cameron,"The politically incorrect", 2018), while others remain neutral.

Miloš Zeman is often represented in a very extraordinary way. One article from The Independent starts as following: "Czech President holds up replica gun marked 'for journalists' in press conference"(Oppenheim, 2017). Another BBC article uses another unusual headline: "Czech president calls press conference for underwear burning" ("Czech President Calls Press Conference", 2018). The Independent also mentions Mr. Zeman in an article called "Czech government tells its citizens how to fight terrorists: Shoot them

yourselves" (Erickson, 2019) where they claim, that "Czech President Milos Zeman made an unusual request: He urged citizens to arm themselves" (Erickson, 2019). President's inappropriate language is also sometimes mentioned: Miloš Zeman is quoted as referring to the journalists as "manure" and "hyenas" (Osborne, "Thousands take to streets",2018). This goes to extreme in one occasion where the Czech president is saying: "I'm sorry to make you [reporters] look like little idiots, you really don't deserve it ("Czech President Calls Press Conference", 2018). His negative attitude towards the elites of the country is mentioned in this example: "Upon election, he promised to be the president of the "bottom 10 million". The Czech population is currently about 10.6 million. It was a clear snub to the country's urban elite (Cameron, "The politically incorrect", 2018)."

His use of humor is also mentioned. The so-called "bon mots" are said to be "infamous" (Cameron, "The politically incorrect", 2018).

6.1.3.1   Nomination, functionalisation

When his name is mentioned in the headline it is also supplemented by additional information, because it is not assumed that the reader would know him: "Czech election: Zeman faces presidential run-off against Drahos" ("Czech election: Zeman faces", 2018). From the eight articles, his name is mentioned in four of them. The other four articles use the word "president" instead, as in: "Czech president calls press conference for underwear burning"("Czech president calls press conference", 2018), "Czech election: The politically incorrect president dividing a nation"(Cameron, "The politically incorrect", 2018), "Czech President holds up replica gun marked 'for journalists' in press conference"(Oppenheim, 2017), "Prague protests: Thousands of Czechs take to the streets after President attacks media" (Osborne, "Thousands take to streets", 2018).

6.1.3.2   Identification

Miloš Zeman is tackled more in detail in terms of the basic classification. His age is mentioned seven times, his health condition, unlike in the case of Mr. Babiš, is also a topic, like in this example: "But there are persistent concerns about his health; suffering from diabetes, he can now barely walk unaided" ("Czech election: Zeman beats Drahos", 2018). The fact, that he has problems with health is mentioned four times. Relational and physical description regarding his look is omitted.

6.1.3.3 Role allocation

As well as Andrej Babiš, Miloš Zeman is also depicted in an active role from which he actively affects the Czech political scene.

6.1.3.4 Association

The most associations are made with Jiří Drahoš (mentioned 23 times), his rival in presidential election and Andrej Babiš (mentioned nine times). Another common association is made with the Islam religion, the words "Islam" (or Islamisation) and "Muslim" are mentioned 11 times. Immigration is also a relevant topic, it is referred to in total 16 times (for example using the words "migrant" or "immigration"). Russia is also mentioned. The fact that he is "pro-Russian" is mentioned five times.

6.1.3.5 Differentiation

Opinions of his opponents are included as well. He is described as an "outspoken" person (mentioned 7 times) who often disagrees with the mainstream media. Jiří Drahoš, his opponent in the presidential run-off, was quoted saying: "We say in Czech that 'the fish stinks from the head' and that perfectly sums up Mr. Zeman's term" (Cameron, "Zeman faces", 2018). Michal Horáček said, that "Prague Castle needs to be fumigated" (Cameron, "The politically incorrect", 2018).

6.1.3.6 Impersonalisation

In one article he is referred as a "chain-smoking, and heavy-drinking" (Cameron, "The politically incorrect", 2018). Apart from that, no consistent impersonalisation was found.

6.1.3.7 Stereotypes connected with Zeman

Oversimplification can be found in how the head of a country and its people are represented. If the president's behavior is "unorthodox", the oversimplification attitude could suggest that the people who elected him are unorthodox too.

As it was stated, Russia is described negatively in all relevant articles. Miloš Zeman, a pro-Russian person, is therefore seen similarly. This negative view is further reinforced by describing his love for alcohol and tobacco products. The same goes for vulgar language.

Miloš Zeman comes very close to the prototypical image of a Czech. He is a representative of the pro-Russian identity. He criticizes authorities and often uses witty humor, the so-called "bon mots". He is also represented as a person who smokes and drinks alcohol.

6.2 Blogs and vlogs

The stereotypes presented in blogs and vlogs typically address such elements as food, drink or the Czech mentality. The bloggers and vloggers have a direct experience with the life in the Czech Republic and its people. Below, the most common topics are listed.

1. Food

The most common topic of English-language blogs and vlogs is the Czech food, which is discussed under different names (food, meal, dish) and mentioned 23 times. The attitude towards the taste is rather neutral, Czech food is seen as heavy and unhealthy though. For example, one expat from Hungary (Brno Expat Centre, "Brno is a perfectly livable city", 2014) says: "As far as everyday Czech cuisine is concerned, I'm not a big fan. It could be much healthier. "Two expats mention that they miss the food (fruits and vegetables) from their country, especially in winter. A girl from Tanzania (Brno Expat Centre, "Eating sweets", 2015) said, that she had to go to a Vietnamese market to buy green bananas which are very common in her country. She considers the food imported during winter not that good. Another expat from France (Brno Expat Centre, "Brno is like home", 2015) agrees with her: "Food is what I miss most about France. Especially in winter, because I try to buy as local as possible, but the choice is not great here. In summer it is ok, you can for example find some appricots or zuchinni that are good."

2. Beer

 Another frequent topic is alcohol. Czech beer is viewed in a very positive way, there was not a single person who would denounce it. One American Youtuber (Stepanka, 2016) described Czech beer as strong. The Czechs will, according to her, always "outdrink you"(Stepanka, 2016). Another one (The Willing Road, 2018) admitted, that after spending some time in the Czech Republic, she started drinking beer, because it felt so natural to her.

3. First impression

Another thing mentioned six times is the first impression of Czechs. Most of them are rather gloomy at first glance and do not smile publicly. One girl, from a Youtube channel called Prague vlog (2018) stated, that by smiling, she always stands out of the crowd and gets recognized as a foreigner. One expat from Iran (Brno Expat Centre, "I am living a dream", 2016) says that his country is livelier. Another expat from the United States (Brno Expat Centre, "Brno is a city", 2018) admits, that he misses the American openness. This is supported by his fellow Americans from another Youtube channel (Filipek, 2015) who

state that Czechs lack confidence in comparison with the Americans. However, this is only the first impression. One girl from France (Brno Expat Centre, "Brno is like home", 2015) says, that once you find friends, they will stay with you forever. The most common words used are "open" (meaning the Czechs are not open, mentioned seven times).

4. Do-it-yourself

The Czech do-it-yourself mentality is mentioned four times. Czechs can cook, repair or build things by themselves. Unlike Americans, (Gordon, Czech culture shocks, 2018) they very often go into grocery stores (to buy the ingredients for cooking), which are very frequent in the Czech Republic. One youtuber (Friends in All Nations, 2018) was astonished that many Czechs keep things like bricks in their backyards so they can use them later.

5. Transport

The transport system is seen in a very positive way, the coverage and frequency of the transport is seen as very good (mentioned five times).

6. Land

 The country is also praised for its countryside which is also present on bigger scale in all major cities. Three expats expressed their love for the Czech countryside. For example, an expat from Spain (Brno Expat Centre, "Czech society", 2014), although missing the sea, said: "But I like the woods around Brno a lot."

6.2.1.1   Stereotypes and prototypes in blogs and vlogs

The fact that Czechs often do not care about the composition of the food they are eating corresponds to the prototypical Czech. The food is described as unhealthy and heavy.

The same applies to the alcohol. The view of the Czech beer can be described as stereotypical. It is mentioned, that Czechs drink beer a lot, and consider it as an ordinary part of life. The Czechs are used to drinking other types of alcohol too and have a high alcohol tolerance. The do-it-yourself mentality is also mentioned. Czechs are described as collectors who save stuff for the future. The Czechs are also viewed as rather gloomy and closed too. However, this is only a first impression.

The lack of one identity is absent. The bloggers and vloggers ignored the topic of politics completely. As for the individual Czechs they do not see any dual identity either. The stereotypes or associations with Eastern Europe were also not found.

The same goes for the attitude towards the elites. The Czechs are not seen as somebody who would fight against authorities, be it Czech or European authorities. The humor as well as the Czech cleverness is also not mentioned.

The bloggers and vloggers focused more on the informal and daily activities which were mostly confirmed. However, the sociological studies which highlighted the problems with identity and authorities were not backed up.

CONCLUSION

This paper focused on the analysis of the Czech Republic and its people which was then compared to the image of the country in Anglophone mass media.

Overall representation

The result of the analysis of media representation of the Czech Republic shows that Czechs do not have a clear-cut identity. The country is presented as split. Two identities (pro-Western and pro-Russian) are contesting. This is also seen in the conceptual metaphor which describes the country as a battlefield. As for the independent and anti-authorities spirit, the Czech Republic is presented as a country which opposes the EU elites and refuses to cooperate (for example regarding the refugees). The country is often associated with Poland and Russia (negatively depicted). The British press also often points out the "unusual" things which Czech people did which highlights their attitude towards it (it is strange, interesting, shocking). Articles regarding culture are positive. Andrej Babiš and Miloš Zeman are the most commonly represented social actors. Both are presented rather negatively. The bloggers and vloggers focus mostly on food (heavy, unhealthy) and drinks (alcohol).

What is common for Czech and foreign views

A prototypical Czech is associated with alcohol, smoking, and unhealthy food. This is mainly confirmed through the descriptions given by bloggers and vloggers. Miloš Zeman is in the British press also associated with alcohol and tobacco products. He is also very close to the prototypical image of Švejk. The analyzed articles support the sociological studies which point out the anti-elite spirit and two identities. The same applies to the conceptual metaphor regarding the battlefield.

What is not common for Czech and foreign views

The Czech humor is not viewed positively, for example when talking about Miloš Zeman's "bon mots". Apart from that, Czech humor is not mentioned. The Czechs are also not described as clever in the media, but as rather "unusual". Andrej Babiš, the most often mentioned Czech in the media, is not a prototypical Czech. This makes sense, since he was born in Slovakia; yet, for the people who read the press, he is a representative of the Czech

Republic, as this information is omitted from the press. Also the sociological studies were not confirmed by the vloggers and bloggers.

The further research on this topic could explain why the views of experts and non-experts tend to differ. A deeper analysis of the media representation of the Czech Republic (or Czechoslovakia) from the past compared to the present would also significantly contribute to this field.

The aim of this thesis was to compare the prototypical image of the Czech Republic and its people to the representation of the country in Anglophone mass media. This goal was accomplished, however, there are still many areas worth analyzing.

BIBLIOGRAPHY

Anýžová, Petra. 2018. "Čeho si Češi váží a jaké hodnoty dnes preferují?" In Jak se žije Čechům v současné Evropě?, edited by J. Pospíšilová, E. Krulichová ,13-36. Prague: Academia.

Bajčan. 2003. "Techniky v public relations, anebjakpracovat s médii". Prague: Mgmt Press.

Bucholtz, Mary. 2004. Styles and Stereotypes: The linguistic Negotiation of Identity among Laotian American Youth. International Pragmatics Association. DOI: 10.1075/prag.14.2-3.02buc.

Campbell, Richard, Christopher R. Martin, and Bettina Fabos. 2019. "Media & Culture: Mass Communication in a Digital Age". Boston: Bedford/St. Martins, Macmillan Learning.

Fauconnier, Gilles and Turner, Mark. 2003. Conceptual blending, form and meaning. RecherchesEn Communication, 19(19), 57–86.

Geeraerts, Dirk. 2009. Introduction: Prospects and problems of prototype theory. Linguistics, 27(4), pp. 587-612. DOI:10.1515/ling.1989.27.4.587

Keller, Jan. 2002. Desettémat pro českousociologii. Sociologickýčasopis, 2002, Vol. 38 (No. 1-2: 25-35) .

Klerk de Vivian, Bosch Barbara. 1995. Linguistic stereotypes: Nice accent - nice person? International Journal of the Sociology of Language. DOI: 10.1515/ijsl.1995.116.17.

Král. Lhotáková, Markéta. Shamina, Yana. Tisovski, Maria. 2012. Analýza mediálního obrazu České republikyvevybranýchzahraničníchmédiích v letech 2010 a 2011.

Kövecses, Zoltán. 2010. Metaphor: A Practical Introduction. Oxford: Oxford University Press.

Lakoff, George, and Mark Johnson. 2003. Metaphors We Live By. Chicago: University of Chicago Press.

Lippmann, Walter. 1922. Public Opinion. New York: Harcourt, Brace and Co.

Machin, David and Mayr, Andrea. 2012. How to do Critical Discourse Analysis. London: Sage Publications.

Margolis, Eric and Laurence, Stephen. 2011. Concepts. Stanford Encyclopedia of Philosophy.

Murphy, Gregory. 2004. The Big Book of Concepts. Cambridge: A Bradford Book.

Musil, Jiří. 2002. Zamyšlení nad soudobou českou sociologií. Sociologickýčasopis, Vol. 38 (No. 1-2: 17-24).

Pragglejaz group. 2007. "MIP: A Method for Identifying Metaphorically Used Words in Discourse. Metaphor and symbol", vol 22(1), pp. 1-39.

Rosch Eleanor, Mervis Carolyn. 1975. Family Resemblances: Studies in the Internal Structure of Categories. Journal of Cognitive psychology 7, 573-605. DOI:10.1016/0010-0285(75)90021-3.

Rosenleaf-Ritter, Nicole. 2006. Czech Republic - Culture Smart!: The Essential Guide to Customs and Culture. London: Kuperard Publishing.

Staněk, Luděk. 2015. V patách průměrnému Čechovi. Téma.

Stangor, Charles. 2016. "The Study of Stereotyping, Prejudice, and Discrimination within Social Psychology: A Quick History of Theory and Research." In Handbook of Prejudice, Stereotyping, and Discrimination, edited by Todd D. Nelson, 1-12. New York: Taylor & Francis.

Tarasheva, Elena. 2014. The Image of a Country created by International Media: The Case of Bulgaria. Cambridge Scholars Publishing.

van Leeuwen, Theo. 1996. "The representation of social actors." In Texts and Practices: Reading in Critical Discourse Analysis, edited by Carmen Rosa Caldas-Coulthard and Malcolm Coulthard, 32-70. London: Routledge.

Zemanek, Adina. 2014. Media in China, China in the Media Processes, Strategies, Images, Identities. Kraków: Jagiellonian Univ. Press.

ONLINE SOURCES

Bryant, Sue. 2018. "What is the difference between cultural stereotypes and cultural prototypes?" Last modified March 23, 2018. https://countrynavigator.com/blog/cultural-intelligence/stereotypes-vs-prototypes/

Českýstatistickýúřad. 2014. "Kuřáci podle pohlaví, 2014". Eurostat. https://www.czso.cz/documents/10180/61508184/370002180723.pdf/b82b579d-b996-4ee5-9092-2fb581d09e73?version=1.2.

Český statistický úřad. n.d. "Programová struktura televizního vysílání". Last modified April 26, 2019. https://www.czso.cz/csu/czso/kultura_lide

Českýstatistickýúřad. 2018. " Spotřeba alkoholu na osobu - osoby starší patnácti let". June,2018.Eurostat. https://www.czso.cz/documents/10180/61508184/370002180719.pdf/4c0918e1-60c7-46cd-abbc-82202ee82006?version=1.1.

Českýstatistickýúřad. 2019. "Studium vybraných cizích jazyků podle stupně vzdělávání (ISCED 1-3), 2016". January 11, 2019. Eurostat. https://www.czso.cz/documents/10180/61508184/370002180704.pdf/a8013d04-23e4-457b-806a-c2e49021b503?version=1.1.

Etymonline, n.d."Stereotype". https://www.etymonline.com/word/stereotype

Halík, Tomáš. K rozpravě o českých hodnotách. Accessed from .www.lipa.cz/case_lipa_VII_Halik_hodnoty.doc.

Luš, ČTK. 2018. "Češina EU nadávají, většina jich ale vystoupit nechce, ukázal průzkum."https://www.info.cz/evropska-unie/cesi-na-eu-nadavaji-vetsina-jich-ale-vystoupit-nechce-ukazal-pruzkum-24560.html.

Sociologický ústav AV ČR. 2016. Jak Češi tráví čas?Accessed from http://www.promenyceskespolecnosti.cz/aktuality/aktualita22/Jak_Cesi_travi_cas_TK_20-06-2016.pdf.

Wereszczyńska, Agata. 2018. "Foreign Media Reports: Poland's Image in the Western Press." Warsaw Institute. July 23, 2018. https://warsawinstitute.org/foreign-media-reports-polands-image-in-the-western-press/.

RESEARCH MATERIAL

"8 Stunning Natural Bridges around the World." Fox News.
https://www.foxnews.com/travel/8-stunning-natural-bridges-around-the-world.

Adler, Katya. "Visegrad: The Clash of the Euro Visions." BBC News. January 30, 2018.
https://www.bbc.com/news/world-europe-
42868599?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-correspondent.

"Andrej Babis: Czech PM Denies Son Was Kidnapped." BBC News. November 13, 2018.
https://www.bbc.com/news/world-europe-
46194329?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

Boundary Less. What I Love About Czech People. YouTube, 6 Feb. 2018,
www.youtube.com/watch?v=xwmWU1l9M-I.

Bowlby, Chris. "Josef Frantisek: The Battle of Britain's Czech Hero." BBC News.
September 15, 2018. https://www.bbc.com/news/stories-
45516556?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

BrnoExpatCentre. "Expats Making Art for a Living." BrnoExpatCentre. May 14, 2018.
https://www.brnoexpatcentre.eu/what-expats-say/expats-making-art-for-a-living/.

BrnoExpatCentre. "Simon Mawer: Without Writing I Am a Waste of Space."
BrnoExpatCentre. February 14, 2017. https://www.brnoexpatcentre.eu/what-expats-
say/what-expats-say-simon-mawer/.

BrnoExpatCentre. "What Expats Say: A Gypsy Band Played at My Wedding."
BrnoExpatCentre. April28, 2016. https://www.brnoexpatcentre.eu/what-expats-
say/what-expats-say-a-gypsy-band-played-at-my-wedding/.

BrnoExpatCentre. "What Expats Say: Brno Is a City on the Move." BrnoExpatCentre.
March 27, 2018. https://www.brnoexpatcentre.eu/what-expats-say/what-expats-say-
michael-george/.

BrnoExpatCentre. "What Expats Say: Brno Is a Perfectly Livable City." BrnoExpatCentre.
August27, 2014. https://www.brnoexpatcentre.eu/what-expats-say/what-expats-say-
robert-heves/.

BrnoExpatCentre. "What Expats Say: Brno Is like Home but with More Things to Do." BrnoExpatCentre. March 3, 2015. https://www.brnoexpatcentre.eu/what-expats-say/what-expats-say-aude-martin/.

BrnoExpatCentre. "What Expats Say: Czech Society Lacks Kindness." BrnoExpatCentre. October5, 2014. https://www.brnoexpatcentre.eu/what-expats-say/what-expats-say-yorel/.

BrnoExpatCentre. "What Expats Say: Eating Sweets Is over the Top Here." BrnoExpatCentre. October 30, 2015. https://www.brnoexpatcentre.eu/what-expats-say/what-expats-say-corona-cermak/.

BrnoExpatCentre. "What Expats Say: I Am Living a Dream Come True." BrnoExpatCentre. July 22, 2016. https://www.brnoexpatcentre.eu/what-expats-say/what-expats-say-soheil-shadloo/.

BrnoExpatCentre. "What Expats Say: I Feel Safe Even on Night Buses." BrnoExpatCentre. July31, 2014. https://www.brnoexpatcentre.eu/what-expats-say/what-expats-say-tomo-umemura/.

Buckley, Julia. "10 European Castles You Can Stay the Night in." The Independent. January 27, 2017. https://www.independent.co.uk/travel/news-and-advice/castle-hotels-europe-france-spain-italy-denmark-czech-republic-switzerland-a7544936.html.

Cameron, Rob. "Czech Election: The Politically Incorrect President Dividing a Nation." BBC News. January 10, 2018. https://www.bbc.com/news/world-europe-42619538?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Cameron, Rob. "Milos Zeman Vote Settles Czech Presidency - or Does It?" BBC News. January 27, 2018. https://www.bbc.com/news/world-europe-42848835?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Cameron, Rob. "The Czechoslovak Spy Who Met Jeremy Corbyn." BBC News. February 25, 2018. https://www.bbc.com/news/world-europe-43168245?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Cameron, Rob. "Prague: The City Watching out for Russian and Chinese Spies." BBC News, December 23, 2018. https://www.bbc.com/news/world-europe-46602735?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Cameron, Rob. "Soviet 1968 Invasion: Czechs Still Feel Cold War Shivers." BBC News,
August 21, 2018. https://www.bbc.com/news/world-europe-
45168062?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

"Cheap and Cheerful Skiing, Czech-style." CNN. http://travel.cnn.com/skiing-in-czech-
republic-004391/.

"City Highlight: Prague." 2017. World Travel Guide.
https://www.worldtravelguide.net/features/city-highlight/city-highlight-prague/.

Clarke, Cath. "Harvie and the Magic Museum Review – Lacklustre Animation." The
Guardian. March 15, 2019. https://www.theguardian.com/film/2019/mar/15/harvie-
and-the-magic-museum-review-family-animation.

Clements, Andrew. "LPO/Jurowski Review – Celebrating a Czech Musical Century." The
Guardian. November 08, 2018.
https://www.theguardian.com/music/2018/nov/08/london-philharmonic-orchestra-
jurowski-review-czechoslovakia-centenary.

CNN. July 03, 2014. "Dumpster driving." http://edition.cnn.com/travel/article/dumpster-
diving/index.html.

Crossan, Rob. 2013. "Beyond Prague: 8 Undiscovered Eastern European Cities." CNN.
http://travel.cnn.com/8-eastern-european-cities-away-crowd-511246/.

"Czech Coal Mine Methane Gas Explosion Kills 13." BBC News. December 21, 2018.
https://www.bbc.com/news/world-europe-
46644793?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

"Czech Election: Billionaire Andrej Babis Poised to Win." BBC News. October 20, 2017.
https://www.bbc.com/news/world-europe-
41691098?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

"Czech Election: Billionaire Babis Wins by Large Margin." BBC News. October 22, 2017.
https://www.bbc.com/news/world-europe-
41708844?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

"Czech Election: Zeman Beats Drahos to Win Second Term." BBC News. January 27,
2018. https://www.bbc.com/news/world-europe-

42832720?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech Election: Zeman Faces Presidential Run-off against Drahos." BBC News. January 13, 2018. https://www.bbc.com/news/world-europe-42674309?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech Ex-PM's Mistress Guilty of Setting Spies on Love Rival." BBC News. November 22, 2017. https://www.bbc.com/news/world-europe-42090406?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech Man Mauled to Death by Lion He Kept in Back Yard." BBC News, March 05, 2019. https://www.bbc.com/news/world-europe-47464314?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech Pensioner Jailed for Terror Attacks on Trains." BBC News, January 14, 2019. https://www.bbc.com/news/world-europe-46862508?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech PM Andrej Babis Stripped of Immunity amid Fraud Claims." BBC News. January 19, 2018. https://www.bbc.com/news/world-europe-42749962?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech President Calls Press Conference for Underwear Burning." BBC News. June 15, 2018. https://www.bbc.com/news/world-europe-44494476?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech Republic 1-3 Brazil: Firmino and Jesus Score in Comeback Victory - BBC Sport." BBC News, 2019. https://www.bbc.com/sport/football/47697603?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech Republic Country Profile." BBC News. June 11, 2018. https://www.bbc.com/news/world-europe-17220018?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Czech Republic." World Travel Guide.

    https://www.worldtravelguide.net/guides/europe/czech-republic/.

"Czech Rum Gets Stay of Execution after EU Ruling." BBC News. April 18, 2018.

    https://www.bbc.com/news/blogs-news-from-elsewhere-

    43808436?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-

    republic&link_location=live-reporting-story.

"Czechs Consider National Anthem Update." BBC News. March 29, 2018.

    https://www.bbc.com/news/blogs-news-from-elsewhere-

    43583610?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-

    republic&link_location=live-reporting-story.

"Drink like a Local in Prague." World Travel Guide.

    https://www.worldtravelguide.net/features/feature/drink-like-a-local-in-prague/.

Drew, Jared. DIFFERENCES BETWEEN THE USA AND CZECH REPUBLIC w/ Sara

    Bennett. YouTube, 28 Dec. 2017, www.youtube.com/watch?v=6ngjwHAgTn8.

Embury, Tom. "Man Charged after 'causing Train Crashes in Attempt to Trigger Backlash

    against Muslims'." The Independent. March 01, 2018.

    https://www.independent.co.uk/news/world/europe/pensioner-charged-czech-republic-

    train-accidents-arabic-messages-muslim-backlash-a8234901.html.

Erickson, Amanda. "Czech Government Tells Its Citizens How to Fight Terrorists: Shoot

    Them Yourselves." The Independent. April 01, 2019.

    https://www.independent.co.uk/news/world/europe/czech-government-citizens-how-

    to-fight-terrorism-a7515671.html.

"Europe budget ski resorts." CNN. January 21, 2013.

    http://edition.cnn.com/travel/article/europe-budget-ski-resorts/index.html.

"EU to Sue Poland, Hungary and Czechs for Refusing Refugee Quotas." BBC News.

    December 07, 2017. https://www.bbc.com/news/world-europe-

    42270239?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-

    republic&link_location=live-reporting-story.

"Five Must-see Cities on a Trans-Europe Trip." Fox News.

    https://www.foxnews.com/travel/five-must-see-cities-on-a-trans-europe-trip.

Farand, Chloe. "Mother and Daughter Die after Getting Trapped in Sauna." The

    Independent. April 17, 2017.

    https://www.independent.co.uk/news/world/europe/mother-daughter-die-czech-

    republic-jicin-sauna-trapped-police-a7686791.html.

Farand, Chloe. "Flamingo Kicked to Death in Zoo by Three Children after They Stoned It."
    The Independent. March 16, 2017.
    https://www.independent.co.uk/news/world/europe/amingo-kicked-death-stoned-
    jihlava-zoo-vyso-ina-czech-republic-five-six-eight-year-old-a7630876.html.

Fedikovych, Pavlo. 2018. "11 Amazing Places to Visit in the Czech Republic." CNN.
    February 26, 2018. https://edition.cnn.com/travel/article/czech-republic-places-to-
    visit/index.html.

Filipek, T. Czechs vs. Americans. YouTube, 27 Sept. 2015,
    www.youtube.com/watch?v=_9uVwiFPUlA.

Flood, Alison. "Milan Kundera May Have Czech Citizenship Restored, Says Prime
    Minister." The Guardian. November 13, 2018.
    https://www.theguardian.com/books/2018/nov/13/milan-kundera-may-have-czech-
    citizenship-restored-says-prime-minister.

Friends in All Nations - Czech. Czech Culture, Explained by Americans. YouTube, 22 Jan.
    2018, www.youtube.com/watch?v=l1P0eFxYj0A.

Friends in All Nations - Czech. What Life in the Czech Republic Is like, Explained by
    Americans. YouTube, 22 Jan. 2018, www.youtube.com/watch?v=3efsrqZ6We0.

Gaze, Fiona. 2017. "Prague: Insider Travel Guide." CNN. April 13, 2017.
    http://edition.cnn.com/travel/article/insider-guide-prague/index.html.

Gordon, Ariel. "5 Things I Like About the Czech Republic." YouTube, 1 Oct. 2018,
    www.youtube.com/watch?v=TPEe90nnA6M.

Gordon, Ariel. "Czech Culture Shocks | Part 1." YouTube, 19 Sept. 2018,
    www.youtube.com/watch?v=yaeYTw1nyFM.

"Green Mamba Snake Found after Biting 'owner' in Prague." BBC News. October 06,
    2018. https://www.bbc.com/news/world-europe-
    45769968?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
    republic&link_location=live-reporting-story.

Harriet Agerholm. "Freezing Temperatures Kill Dozens across Europe." The Independent.
    March 02, 2018. https://www.independent.co.uk/news/world/europe/europe-weather-
    snow-deaths-freezing-killed-cold-poland-homeless-lithuania-france-a8236096.html.

Harrison, Paul. "Mankini-wearing 'Borat' Tourists Arrested in Kazakhstan." BBC News.
    November 14, 2017. https://www.bbc.com/news/blogs-trending-
    41982339?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
    republic&link_location=live-reporting-story.

Hartley, Adam. 2012. "24 Amazing Hours in Prague." CNN. http://travel.cnn.com/24-amazing-hours-prague-562346/.

Heijmans, Philip. "The Czech Republic Has Swung to the Right by Electing Its Very Own Donald Trump." The Independent. October 22, 2017. https://www.independent.co.uk/voices/czech-republic-andrej-babis-right-wing-populist-own-trump-a8013701.html.

Henley, Jon. "How Populism Swept through Europe over 20 Years." The Guardian. https://www.theguardian.com/world/ng-interactive/2018/nov/20/how-populism-emerged-as-electoral-force-in-europe.

Henley, Jon, Kim Willsher, Sam Jones, Kate Connolly, Robert Tait, Christian Davies, and Rory Carroll. "'Un Big Mess' – How the Rest of Europe Views Brexit." The Guardian. February 12, 2019. https://www.theguardian.com/politics/2019/feb/12/un-big-mess-how-rest-of-europe-views-brexit.

Hess, Duncan. "Play It Again: The Firm Saving Vinyl." BBC News. November 01, 2017. https://www.bbc.com/news/business-41747615?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Janicek, Karel. "Right-wing Populist Leader Wins Czech Presidential Election." The Independent. January 27, 2018. https://www.independent.co.uk/news/world/europe/czech-republic-election-president-milos-zeman-jiri-drahos-result-latest-vote-a8181216.html.

Kawira, Sheila. What I Like About Living In The Czech Republic. YouTube, 10 Feb. 2019, www.youtube.com/watch?v=ZnERtG9dBSI.

Lanza, Manuela. PRAGUE | 10 Things I Learned about Czech Men. YouTube, 21 Dec. 2016, www.youtube.com/watch?v=AquJA3rGULk.

Lonely Planet. "ČeskýKrumlov Travel | Bohemia, Czech Republic." Lonely Planet. https://www.lonelyplanet.com/czech-republic/bohemia/cesky-krumlov.

Loulla, Mae. Smith, Eleftheriou. "From Forest Bathing to 'halotherapy': 5 Ridiculous Wellness Trends." The Independent. October 07, 2016. https://www.independent.co.uk/travel/news-and-advice/spa-holidays-therapy-wellness-trends-forest-bathing-halo-oxygen-hotels-toronto-connecticut-macau-a7351026.html.

Kahn, Michael. "Tech Entrepreneurs in Central and Southeastern Europe Are Reviving the Region's Startup Scene." The Independent. May 24, 2017.

https://www.independent.co.uk/Business/indyventure/eastern-europe-tech-secotr-entrepreneurs-startup-global-investors-funds-growth-a7752546.html.

Khan, Shehab. "Two People Killed and Dozens More Injured in Prague Hotel Fire." The Independent. January 20, 2018. https://www.independent.co.uk/news/world/europe/prague-fire-people-killed-injured-rescue-tourists-eurostars-david-palace-nationality-latest-a8170176.html.

MacDowall, Andrew, and Shaun Walker. "Eastern European Companies Fear 'chaos' of No-deal Brexit." The Guardian. February 13, 2019. https://www.theguardian.com/politics/2019/feb/13/eastern-european-companies-fear-chaos-of-no-deal-brexit.

"Man Who Attacked Petra Kvitová Gets Eight-year Prison Term." The Guardian. March 26, 2019. https://www.theguardian.com/sport/2019/mar/26/man-who-attacked-petra-kvitova-gets-8-year-prison-term.

Martin, Tristan. "Gruesome Discovery of Czech Tiger Farm Exposes Illegal Trade in Heart of Europe." The Guardian. November 19, 2018. https://www.theguardian.com/environment/2018/nov/19/gruesome-discovery-of-czech-tiger-farm-exposes-illegal-trade-in-heart-of-europe.

"Meet the Strangest Startup in Travel: CorruptTour." CNN. http://travel.cnn.com/meet-strangest-startup-travel-corrupttour-162581/.

Meisel, Anna. "Child Passport Renewal Error Hits Hundreds." BBC News. August 22, 2018. https://www.bbc.com/news/uk-45270554?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Milos Forman: One Flew Over the Cuckoo's Nest and Amadeus Director Dies." BBC News. April 14, 2018. https://www.bbc.com/news/entertainment-arts-43767278?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Mitchell, Sue. "'My Ex Secretly Took Our Child out of the Country'." BBC News. August 02, 2018. https://www.bbc.com/news/stories-45005609?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Neild, Barry. 2013. "Bored with Europe? Try the 'new Europe'." CNN. http://travel.cnn.com/bored-london-and-paris-try-new-london-and-paris-589101/.

"Newcastle 'family Business' Slavery Gang Guilty." BBC News. April 10, 2018. https://www.bbc.com/news/uk-england-tyne-43703961?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Newcastle 'family Business' Slavery Gang Jailed." BBC News. May 04, 2018. https://www.bbc.com/news/uk-england-tyne-43978104?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Nougayrède, Natalie. "A New Wave of Dissidents in the East Can Turn Back Europe's Populist Tide | Natalie Nougayrède." The Guardian. November 22, 2018. https://www.theguardian.com/commentisfree/2018/nov/22/europe-populist-democratic-resistance.

"Nuclear Shelter Vent Turned into R2D2 from Star Wars." BBC News. October 24, 2017. https://www.bbc.com/news/blogs-news-from-elsewhere-41735261?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

O'Carroll, Lisa. "No-deal Brexit: Poland and Czech Republic to Allow Britons to Stay If UK Crashes out." The Guardian. January 15, 2019. https://www.theguardian.com/politics/2019/jan/15/poland-and-czech-republic-to-allow-britons-to-stay-if-uk-crashes-out-of-eu.

Osborne, Samuel. "The Young Girl Scout Photographed Standing up to Nazis Is under Police Protection." The Independent. May 08, 2017. https://www.independent.co.uk/news/world/europe/girl-scout-threatened-neo-nazi-protesters-photo-far-right-rally-czech-republic-a7723756.html.

Osborne, Samuel. "Thousands Take to Streets of Prague to Protest President's 'attack on Media'." The Independent. March 15, 2018. https://www.independent.co.uk/news/world/europe/czech-protest-prague-milos-zeman-media-wenceslas-square-a8257461.html.

Osborne, Samuel. "'Russian Hacker' Arrested after FBI Operation." The Independent. October 19, 2016. https://www.independent.co.uk/news/world/europe/russia-hacker-arrest-fbi-czech-police-operation-a7369361.html.

Oppenheim, Maya. "Czech President Holds up Replica Gun Marked 'for Journalists'." The Independent. October 24, 2017. https://www.independent.co.uk/news/world/europe/czech-parliament-ak-47-

journalists-press-conference-name-and-where-it-happened-elections-media-a8014841.html.

"Petra Kvitova: Man Who Stabbed Tennis Star Jailed for Eight Years." BBC News, March 26, 2019. https://www.bbc.com/news/world-europe-47706725?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Petra Kvitova: Tennis Star Tells Court of Knife Attack Horror." BBC News, February 06, 2019. https://www.bbc.com/news/world-europe 47141734?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

"Prague Rallies against Embattled Czech PM." BBC News. November 17, 2018. https://www.bbc.com/news/world-europe-46248473?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Prague Vlog. Living In Prague: Burning Questions. YouTube, 4 Feb. 2018, www.youtube.com/watch?v=4Asvk0j1oKA.

Rankin, Jennifer. "European Parliament Censures Czech PM in Unprecedented Move." The Guardian. December 13, 2018. https://www.theguardian.com/world/2018/dec/13/european-parliament-censures-czech-pm-andrej-babis-unprecedented-move.

Rankin, Jennifer. "Czech PM Accused of Conflict of Interest over EU Funds to Businesses." The Guardian. November 30, 2018. https://www.theguardian.com/world/2018/nov/30/czech-pm-accused-of-conflict-of-interest-over-eu-funds-to-businesses.

Reuters. "Man Sets Himself on Fire in Prague as Czechs Mark 1968 Protest." The Guardian. January 18, 2019. https://www.theguardian.com/world/2019/jan/18/man-sets-himself-on-fire-in-prague-as-czechs-mark-1968-protest.

Reuters. "Petra Kvitova: Tennis Star Tells Czech Court of Knife Attack." The Guardian. February 06, 2019. https://www.theguardian.com/sport/2019/feb/06/petra-kvitova-tennis-star-tells-czech-court-of-knife-attack.

Roberts, Rachel. "Populist Billionaire Compared to Donald Trump Wins Czech General Election." The Independent. October 21, 2017. https://www.independent.co.uk/news/world/europe/czech-election-andrej-babis-

donald-trump-comparisons-billionaire-populist-second-richest-man-prime-
a8013316.html.

Rodionova, Zlata. "Cuba Wants to Pay Back £222m Cold War Debt in Rum." The
Independent. December 16, 2016.
https://www.independent.co.uk/news/business/news/cuba-pay-off-cold-war-debt-
222m-czech-republic-with-rum-communism-a7478866.html.

Rosato, Eve. "Roma Choir Sings for Belfast Schools to 'bridge the Divide'." BBC News,
January 25, 2019. https://www.bbc.com/news/uk-northern-ireland-
46995146?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

"Russia Spy Poisoning: Czechs Angrily Reject Russia Claims." BBC News. March 17,
2018. https://www.bbc.com/news/world-europe-
43443271?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

"Saleh Muslim: Release of Syrian Kurdish Leader Angers Turkey." BBC News. February
27, 2018. https://www.bbc.com/news/world-middle-east-
43212481?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

"Saleh Muslim: Syrian Kurdish Leader Arrested in Prague." BBC News. February 25,
2018. https://www.bbc.com/news/world-middle-east-
43189719?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-
republic&link_location=live-reporting-story.

Smith, Lydia. "The 'Czech Donald Trump' Is on Course to Win Its General Election." The
Independent. October 21, 2017.
https://www.independent.co.uk/news/world/europe/czech-republic-elections-2017-
andrej-babis-win-us-president-donald-trump-a8011596.html.

Stepanka. THE TRUTH ABOUT CZECH PEOPLE | What I REALLY Think... YouTube,
2 Nov. 2016, www.youtube.com/watch?v=qXZQ-r2N2Vc.

Stone, Jon. "Jeremy Corbyn Visits Concentration Camp and Holocaust Memorial
Museum." The Independent. December 02, 2016.
https://www.independent.co.uk/news/uk/politics/jeremy-corbyn-visits-concentration-
camp-and-holocaust-memorial-museum-czech-republic-prague-a7453156.html.

"Strong Storms Kill Six in Germany, Poland and Czech Republic." BBC News. October
30, 2017. https://www.bbc.com/news/world-europe-

41798660?intlink_from_url=https://www.bbc.com/news/topics/cvenzmgyg1lt/czech-republic&link_location=live-reporting-story.

Tait, Robert. "Czech PM's Future Hangs in Balance after Son's Kidnap Claims." The Guardian. November 13, 2018. https://www.theguardian.com/world/2018/nov/13/czech-pm-andrej-babis-future-hangs-in-balance-after-sons-kidnap-claims.

Tait, Robert. "Rich, Scandal-hit and Anti-immigrant: Czech Leader Babiš to Meet Trump." The Guardian. March 06, 2019. https://www.theguardian.com/world/2019/mar/05/rich-scandal-hit-and-populist-czech-leader-babis-to-meet-trump.

Tait, Robert. "Local Council's Guilty Verdict Turns up Heat on Czech PM Babiš." The Guardian. February 03, 2019. https://www.theguardian.com/world/2019/feb/03/local-council-guilty-verdict-turns-up-heat-on-czech-pm-andrej-babis.

Tait, Robert. "Czech Democracy 'under Threat' from Rising Debt Crisis." The Guardian. January 06, 2019. https://www.theguardian.com/world/2019/jan/06/czech-democracy-threat-debt-crisis.

"The Best of Eastern Europe." - Lonely Planet. https://www.lonelyplanet.com/tours/the-best-of-eastern-europe/a/pa-tou/g-EABE/358537.

"The Guardian View on Media Freedom: It Must Be Defended | Editorial." The Guardian. February 13, 2019. https://www.theguardian.com/commentisfree/2019/feb/13/the-guardian-view-on-media-freedom-it-must-be-defended.

The Willing Road. "Why I LOVE the CZECH REPUBLIC." YouTube, 11 Oct. 2018, www.youtube.com/watch?v=ZSHwDWRRBvY.

TodayShow. "What's the Best Airline, Hotel and Destination in the World? The Rankings Are in." TODAY.com. https://www.today.com/money/best-travel-destinations-airlines-hotels-more-according-money-magazine-t79401.

TodayShow. "World's 16 Most Picturesque Villages." TODAY.com. https://www.today.com/money/worlds-16-most-picturesque-villages-470726.

"Top 10 Boutique Hotels Worldwide." Fox News. https://www.foxnews.com/travel/top-10-boutique-hotels-worldwide.

Townsend, Mark. "From a Czech Warehouse to a Street near You: The Journey of a Gun." The Guardian. November 18, 2018. https://www.theguardian.com/world/2018/nov/18/journey-of-a-gun-czech-warehouse-to-streets-of-britain-zoraki-handgun.

Whistler, Simon. 5 UNUSUAL Things about Living in Czech! YouTube, 22 Sept. 2016,
www.youtube.com/watch?v=0S0EegfEOIE.

"World's Weirdest Hotels." Fox News. https://www.foxnews.com/travel/worlds-weirdest-
hotels.

Zatat, Narjas. "Nuclear Power Station Stages Bikini Contest to Choose New Interns." The
Independent. June 26, 2017. https://www.independent.co.uk/property/house-and-
home/pets/news/cez-czech-power-plant-host-bikini-contest-choose-interns-anger-
online-facebook-a7808466.html.

LIST OF ABBREVIATIONS

BBC – British Broadcasting Corporation

CNN – Cable News Network

EU – European Union

NATO – North Atlantic Treaty Organization

NBC – National Broadcasting Company