

Abstract

The purpose of this thesis is to examine aspects of the former Czech president Václav Havel's representation in the Czech social, political and media discourse and how the selected Czech news media approach the name of Václav Havel. My aim is to analyse word categories *pravdoláskař*, *havlista* and *havloid*, which are mainly used as labels of people supporting the same moral values Václav Havel was promoting; justice, love, liberty and peace. Using the critical discourse analysis and discourse historical approach, I will search for the definition of *pravdoláskař*, *havlista* and *havloid* analysing the Czech news media texts containing these expressions, eventually if there are any connotations related to pejorative and negative explanations of these expressions; the expressions are understood as mocking and insulting in certain contexts. Thesis also focuses on the phenomenon of stigmatization and labelling applied on the analysed word categories. Thesis shows, how the selected Czech media approach analysed word expressions, what adjectives and links are used within the media texts and how has the definitions shifted throughout the past decade.