

## **Abstract**

The thesis focuses on the reconstruction of the stereotype of a deaf person (hluchý/neslyšící) in the Czech society, based on a questionnaire survey. First, the research context is presented – with an emphasis on concepts such as the linguistic picture of the world, the opposition own – foreign (us – them), and especially the stereotype, also in a brief comparison with other concepts of social stereotype, with Allport's concept of stereotype and prejudice etc. Subsequently, the attention is devoted to connotations, cognitive definition and linguistic methods of ascertaining connotations as the basis of the stereotype structure (linguistic, textual, empirical data). With the help of Czech dictionaries and previous works, the central position of the Czech stereotype of a deaf person is briefly described based on systemic, or folklore data. The core of this thesis is qualitative empirical research inspired by J. Bartmiňský's methodology (100 respondents in two age and social groups, open-ended questions directed at the basic positions of the stereotype: appearance, characteristics, behavior, etc.). At the end of the thesis, a structured cognitive definition is presented connected with the social stereotype of a deaf person in today's Czech society. The Discussion chapter follows, where, in addition to conclusions and reflections, attention is also paid to the connotations associated with the labels deaf and deaf and their role in the formation of stereotypes and issues of political correctness.

## **Keywords**

stereotype, deaf (neslyšící / hluchý), prejudice, connotation, cognitive definition, political correctness, cognitive linguistics, ethnolinguistic