

## **Abstract**

The goal of this thesis is to contextualize Czech media within ontological racism, that is racism implicated in a particular understanding of the world and one's place in it and examine how the media in question tap into it to communicate racist content. Specifically, I will focus on mainstream media and the Sinophobic tropes, prejudices, and logic present there. I will apply a method inspired by Teun A. van Dijk on three examples: a short essay published on ČT art website, a collection of commented interview by a Czech expert on the DPRK, and a ČT news programme.

The examples will be related to historical and contemporary Sinophobia, but also to a wider philosophical, ideological, and historical environment. Finally, I will provide brief thoughts about the proliferation of ontological racism in the cyberspace, in which it has enough opportunities to flourish, and which is structured to spread it, intensify it, and normalize it.

Sinophobia, racism, racism in media, China in media, discourse analysis