

## **Abstract**

This thesis utilizes the method of linguistic interpretative discourse analysis to address research questions concerning the perception of the concept of political correctness in Czech media discourse. The results show that political correctness is generally perceived negatively, often ridiculed, and regarded as an absurd and non-existent concept. However, this perception varies slightly depending on the topics to which it is related. The analysis identified four main themes: gender, political orientation, art, and humor, with each area exhibiting different approaches to political correctness.

In relation to gender, the perception is the most critical and the concept is most ridiculed. In the area of political orientation, there is a clear polarization between right-wing and left-wing views, with the right rejecting political correctness while the left welcomes and supports it. In the field of art, specifically cinema and literature, political correctness is perceived as something bothersome but also as an aspect that can still be worked with. The most surprising conclusions were found in the area of humor, where political correctness indeed transforms humor but does not harm it in any way.