

## ***Where Others Fear to Tread: Journalist's Role in the Creation and Spreading of Negative Stereotypes about the Roma People***

**Zuzana Veselkova**

Certain journalists, both intentionally and unintentionally, tend to present themselves simultaneously as activists with an ambition to influence the public opinion. A particular example of this activist journalism in the Czech media is a series of news stories entitled *Kam se jini boji* [Where Others Fear to Tread], presented by the private TV Prima as a part of its primetime news session. The series informed viewers about the socially excluded areas in the Czech Republic. This paper follows the research of the representation of ethnic minorities in the media, focusing mainly on the role of a journalist. It approaches the news stories through the prism of media construction of reality and cultural concept of representation. Using critical discourse analysis, the study tries to depict the nature of the social reality constructed by the series; it also discusses its representation of the Roma people and the way of handling Roma ethnicity. The paper further reflects the general attributes of representation of the Roma minority in the news, pointing out methods and signs used for emphasizing the stereotypes shared by the majority. The analysis shows that the media discourse of the news stories could potentially confirm prejudices towards the Roma minority, forming the image of Roma people as essentially maladjusted, dangerous and suspicious individuals. In conclusion, the paper examines the role of a journalist in the representation of this topic.