

The thesis deals with Czech-Arab interactions from the perspective of Czech native speakers, namely with the analysis within the work communication domain. It briefly introduces the situation of the Arab community in Teplice and the specific conditions related to the presence of Arab clients in Teplice Spa. The thesis applies the Language Management Theory which focuses on real interactions as sources of language problems. Interactions between employees of company A and their Arabic communication partners are the objects of the empirical research. Through interaction interviews the stages of language management process are analysed on the language, communication and sociocultural level. The aim of the study is to provide an authentic picture of intercultural interactions and to identify the real problems which the participants solve. Data analysis revealed that Czech native speakers showed a greater degree of tolerance for language deviations and adjustment designs which was due to the application of contact norms. When evaluating and creating plans on the communication and sociocultural level the Czech native speakers applied internal norms which resulted in numerous negative evaluations and mostly zero adjustment designs. The thesis points to the advantages and limitations resulting from the application of chosen theoretical framework and research method.