

## Abstract

Given the international character of their staff and economic operations in general, multinational companies of German origin in the Czech Republic work in at least three languages: Czech, English and German. This thesis is based on ethnographic data from companies of this type, gathered using qualitative methods, primarily interviews and participant observation. Applying Language Management Theory (Neustupný, Jernudd, Nekvapil) the language situation of two particular companies is explored. With respect to the macro-social level (organized management) the companies conduct multilingualism management, in which the object of their language policy is institutional multilingualism, or the establishment of the position of certain languages and the guidelines for their use. On the micro-social level, the individual staff members conduct language management by applying certain communicative strategies. This study describes the emic perspective of the employees, who in their discourse on multilingualism construct identities, both their own individual identities and those of the company. Particular attention is devoted to the translators and interpreters, whose position is a specific one in respect of the language management and due to the national and professional identities in the companies.