

## **Annotation**

The thesis analyses the communication process of search engines in the advertiser – customer relation. The thesis holistically proceeds to the communication analysis of search engine, first describing new media, mediatization, functioning of search engine, advertisement systems and behavior of the search engine users. The thesis describes new media as dual artifacts with a tangible and intangible part, which are constantly adaptable to society's requirements thanks to its nature – they can be easily changed and improved. This makes the new media – in the field of media science – really new. The term “mediatization“ represents the ability of media to change the society's behavior. The new media makes the deep mediatization happen, i. e. distinct habitualization of changes in society caused by the new media. In the thesis, the changes are illustrated by the examples of change of mindset, communication and purchase process. The users adjust the way they communicate in the search engines for their query to be successfully decoded by both an algorithm and a provider of the searched information. Therefore the thesis focuses on specifics of users' habits during the searching process. Furthermore, the thesis expands on the position of advertisers and their option of approaching the search engine user through the advertisement systems. The frequency content analysis suggests a possible way of analysis of the communication success and there occur recommendations for headlines of advertisements.