

## **Abstract**

This master's thesis presents an analysis of the discourse of procrastination in the Czech media, with a special focus on contemporary discourse of work. Procrastination was for long an unknown phenomenon in the Czech Republic, but a few years ago it was possible to notice that it was fast entering people's active vocabularies, and that media articles, indeed whole books, on it were starting to appear. The aim of this thesis is to present, using the example of procrastination, the dynamics of possible forms and transformations of a given media image in selected Czech periodicals between 1.1.1995 and 31.12.2014. The analysis uses the discourse analysis method, as put forward by Norman Fairclough, and for the purposes of interpretation it uses above all critical theories of contemporary work. The media image in the analytical part is described first of all according to the stratification and characterisation of individual texts. Subsequently, the work analyses the structure of these texts, postulating the thesis that the discourse of procrastination comprises various structural elements. In the next part, in a discourse analysis of procrastination, these elements are presented using relevant extracts from the texts. In this part the work also looks at the intertextuality of the texts, the potential connections between the concepts of discourse and individual media, and the relationship between the discourse of procrastination and the discourse of work. In conclusion, procrastination is interpreted with the use of the concepts of ideology of work, ethics of work, disciplinisation and capitalism.