

Abstract

Having reflected on the recommendations of the Approval Committee in this thesis we deal with pragmalinguistic analysis of particular examples of election reporting from the daily Lidové noviny (LN) in the period of May and June 2006. By using the tools offered by language pragmatics, mainly by its theory of conversational maxims as defined by the American linguist H. P. Grice, we attempt to map the scope, typology and intentionality of metalinguistic shifts in pragmatic deixis, i. e. implicatures which illegitimately occur in the text pattern of news reporting. These undesirable implicatures are mainly the categories of explicit and implicit assessment which confront the recipient with the journalist's subjective attitude. By doing so the journalist influences the general interpretation level (deixis) of the text for implicatures introduce a subjective, opinion-like quality into the text.

In the introductory section of our thesis we discuss the base point of our analysis and define pragmalinguistic tools providing us with the necessary frame of reference and terminology to describe the appointed aspects of practical examples abstracted from Lidové noviny. One of the main tools we use is Grice's Theory of Cooperation Principle in Communication as introduced by Levinson, and a set of conversational maxims including the typology of implicatures. We also briefly define the status of pragmatics within the current state of linguistic science. Further on in this work we define the text pattern of news reporting and propose criteria aiming to fulfill its consensual objectives.

In the next section we focus on characteristic traits of undesirable implicatures which are mainly categories of explicit and implicit assessment. Explicit assessment and its effects are quite rare in serious news reporting and the effort to eliminate these is a part of standard media practice, however, they can be detected at a closer look. The category of implicit assessment is more frequent

and it is possible to consider it quite problematic with regards to deixis.

The following chapter discusses the characteristics of Lidové noviny and briefly foreshadows the structure of its target group. This information we consider relevant to the results of our pragmalinguistic analysis. The final part of the work summarizes the outcome of categorizing the implicit assessment types and relates their intentionality to the theory of „ballast“ information by Petr Žantovský. At the end of our thesis we also contemplate particular language qualities of the relevant text pattern and the ways these can influence their perception by the consumer of media outputs.