

Bachelor thesis deals with the issue of the standard language in the media, based on language planning of Prague Linguistic Circle and traditional presentation of media language, represented by publicistic functional style and media discourse. According to the continuity of language planning and comprehension of standard language in the Czech Republic the author of this thesis expressed the need of unified language planning that would cover the entire area of public communication, including mass media communication.

Bachelor thesis focuses on the standard language as an inherent part of the Czech language situation (sociolinguistic variables) and concentrates on the specific approach to a form of media production of each type of mass media. The language of mass media should be analyzed on all language levels, not just limited to the criticism of the formal representation of language in writing and speech. Both parts of language planning – corpus and status planning – should be well-balanced, it is important not only to monitor language varieties, but also other languages that enter to the public sphere of the communication. As an appropriate method for language describing and regulation was chosen The Language Management Theory, created by B. Jernudd and J. Neústupný, which is constructed on the analysis of micro-dimension of language and offers a solution of language problems. This theoretical approach allows us to apply the conclusions from the analysis of the individual utterances to the whole media discourse.

Bachelor thesis is to serve as an initial stimulus to the complex action language plan, inspired by the already established Swedish one, and to demonstrate the deep interdependence of social context and situational settings (J. Kořenský's theory of communication success) and the resulting form of the language of mass media.