

This diploma thesis „Media campaign analysis according to the speech acts theory” presents an analysis of media campaign “Evropě to osladíme!” launched to support the Czech presidency of European Union lasting from January 1st 2009 till June 30th 2009 according to the speech acts theory. The analysis is based on J. L. Austin’s, J. R. Searle’s, P. H. Grice’s and P. F. Strawson’s theoretical works.

The speech acts theory is considered to be relevant for analysing media campaigns in general. Its models match the general strategies of media campaigns and they are sufficient for all aspects of the analysed campaign description.

There are three hypotheses defined in hereby presented thesis and all of them were affirmed. It was proven in the first hypothesis that the speech act “Evropě to osladíme!” is in accordance with Searle’s theory of illocutionary speech acts. Therefore complex Searle’s speech acts theory and potential communication failures were presented. In the second hypothesis it was proven that some of the conversational implicatures were not respected in the analysed utterance. The Gricean theory of meaning and conversational implicatures was described in order to support the conclusion of the hypothesis. In the third hypothesis it was proven that the intended targets of the campaign were met. None of the communication regulations violation caused communication failure and media reviews show that the campaign raised an active interest for the presented issue by the audience.