

Abstract

Bachelor's thesis describes the current spread of legends in the society. In first chapter, author analyzes the theory of communication, ie. models, motives and modes of communication, both in real world and cyberspace. Next section briefly describes theory and history of folklore and current developments of urban legend research, both in world and in the Czech Republic. In the last chapter, author develops the main theme of the thesis, the relationship of contemporary legends and information worker. It shows where the information worker is likely to meet urban legends, what are their characteristics and traits and how they can be easily identified. In conclusion, there are shown techniques that will improve communication, especially argumentation and persuasion in the context of contemporary legends.