

## **Abstract**

Submitted bachelor thesis focuses on the crisis communication in politics and on Grice's maxims applied there. In its theoretical part the thesis analyses the terms crisis and crisis communication. It sets the criteria on which the recognition of crisis is based, as well as it offers theories on how one should create and use arguments in these particular situations. Besides that, the thesis also evaluates general argumentation skills used by politicians during unfavourable times and compare them with principles Paul Grice defined as the base for successful communication. The theoretical part hence furthermore describes Grice's maxims, as well as it monitors Czech politics in selected period and necessary context. Second part of the thesis uses semiotic analysis to examine press conference speeches of selected politicians during the government crisis in March and April 2012 and searches for Grice's maxims used there. It also notices the use of language and the character reflection in their speech. With all that, the thesis fills in the gap in Czech literature focused on effective crisis communication in politics.