

The thesis focuses on the construction of the work motivation theory in the socialist management discourse in the 1950s' Czechoslovakia. For that purpose, two texts representing two periods (1951 and 1957) were selected and subjected to critical discourse analysis. The analysis focused on characterising the place of production, the producers and the audience as well as on characterising the construed theory and the method of its construction. Furthermore, a change in the discourse was described; the fact that certain discourse schemes were applied prior to the onset of the communist power was pointed out; and certain differences in terms of construction of work motivation theories in the liberal West were illustrated. In connection with Foucault's concepts of subjectification and disciplination, it was shown that the socialist discourse can be understood as a method of construction of the specific subjectivity of the workforce, used in a strategy of distribution of human working potential of all citizens of the State that corresponded with the application of extensive economy.