

ABSTRACT

This work deals with irony in popular television genre, entertaining talk show. The first part defines the basic concepts which we work with (public communication, cooperative principle, politeness, irony). In the second part there is characterized the media dialogue, specifically talk show. The third part deals with particular public television's talk show - Všechnopárty. This thesis examines, on selected examples, how irony works in the show, how it manifests itself and how it is used by participants in talk show. The main finding is that irony in Všechnopárty is used as a communication game, mostly as a specific variant of irony called teasing (banter). It is a communication acting describable as pretended threatening of face of communication partner or of your own face, resp. communication which intentionally and transparently for the viewer violates Leech's courtesy maxima (most often tactfulness and modesty maxima). Teasing irony in Všechnopárty is used as a fun element increasing attractiveness of the show for spectators and participants of the talk show are usually knowingly involved in it.

KEYWORDS

communications, media dialogue, talk show, cooperative principle, politeness, irony, teasing