

Since his appointment as the spokesperson of the President of the Czech Republic in December 2013, Jiří Ovčáček has been criticized by journalists, politicians, experts on ethics, and the public for his non-standard approach to the post. Particularly, Jiří Ovčáček has been reproached for his communication on the @PREZIDENTmluvci Twitter account.

This thesis was working with the hypothesis claiming that Jiří Ovčáček does not behave in a standard way on the social network and does not use refined and serious language. The aim of this thesis was to analyse Jiří Ovčáček's Twitter communication style in terms of the acknowledged standards of a spokesperson. The thesis did not aim to verify the truth in Jiří Ovčáček's tweets, but it aimed to analyse to what extent the spokesperson's Twitter communication met the standards of the post.

A sample of 300 tweets from 8th January to 19th February 2018 was analysed by means of the content analysis, particularly by the analytic-comparative method of stylistic analysis. Under the perspective of stylistics, the analysis aimed to identify expression differences in the choice of style, specifically the function of the message, the form of the national language, markedness with a focus on expression, the use of figurative language, irony and sarcasm. Additionally, the thesis provided an assessment of the layout of the text, i.e. the use of exclamation, question and quotation marks.