

Abstract

This bachelor thesis focuses on the practice of speech, specifically the delivery of speech, of spokespeople in the Czech Republic and in this context, it analyses one of the most prominent Czech spokespeople Jiří Ovčáček. It introduces the combination of analytical tools for the analysis of a quality speech with emphasis on orthoepy, phonetics and rhetorical theory. Methods of exact measuring of vowel quality and quantity, speech rate and other acoustic correlates of a charismatic speech as well as methods of auditory analysis of phones and phone structures are introduced. Besides the use of those analytical tools in a practical research, the importance of those methods for analyses of PR experts is discussed. In the practical part, previously described methods are used to analyse the spokesman of the Czech president Jiří Ovčáček. The dataset consisted of five his speeches from 2015 to 2019. The analysis aimed to find and explain specific problems and deficiencies in his articulation, to explore shifts in vowel quality and quantity globally and to measure the speech rate. The part of the analysis is the interpretation and contextualisation of the results as for the current state of speech culture in Czechia. The progress of Jiří Ovčáček's speech abilities is also discussed as well as possibilities for improvement, which can be generalised onto all spokespeople and other PR and marketing experts.