

Abstract

This bachelor's thesis deals with communication strategies in original Czech videos on YouTube. The aim of this thesis is to analyse means of language and language procedures used in communication especially for influencing. The aim is also to identify fields which are targeted by the influence. The correlation of communication strategies in the given area and reflection of them by a group of adolescents from 11 to 18 years of age is part of this research. A transcript of the introduction and conclusions of seven selected videos was prepared for the analysis of communication strategies. Reflection of researched group is obtained by a semi-structured questionnaire. Its results are discussed with the results of video analysis. Our research has discovered that means of language and language procedures are selected to develop the YouTube community. This is usually positively reflected by studied group. The main contribution of this work is a basic insight into the issue of influencing adolescents by original YouTube videos. Based on the results, other topics suitable for more detailed research are suggested.