

The aim of this thesis was to analyse certain parts of promotional campaign for referendum on accession of the CR to the EU. The media campaign took place in May and June 2003 and the referendum was held on 13th and 14th June, 2003.

I chose five representative ads, three of them being television spots, one radio spot and one poster, which were published in various Czech media during May and June 2003.¹⁹⁷ More precisely, they were three pieces (tv spot, radio spot and poster) made by government of the CR¹⁹⁸, one piece made by public-service Czech television and one spot made by commercial Nova television. This division makes it clear that I distinguish governmental activities from activities of the media. The thesis was mainly focused on the governmental campaign and the other two spots were there to bring some comparison.