

Abstract

This Master's thesis focuses on elements and manifestations of propaganda in selected films from the James Bond film series. The first part defines the scope of term "propaganda" from the point of view of communication and media studies. It also describes various authors' perspectives on different types and ways of propagandist persuasive message spread and how it can be revealed using discourse analysis. The thesis reflects especially the pragmatic approach of authors Jowett and O'Donnell and is compared to other cardinal approaches. The theoretical part also puts propaganda into context of time, i. e. the Cold War, and it mentions specific cases of its impact. The thesis deals with James Bond films as such, in particular with their narrative and its mythological and stereotypization constituent. James Bond films are examined, in the practical part, using content analysis. The aim is to detect described pro-eastern propaganda elements, analyse their manifestation and answer the research questions.