

The master thesis seeks to analyze discursive representations of happiness present in the Czech Republic. Analytical conceptualization of happiness is based upon the two prominent views on happiness - hedonism and eudaimonism. Hedonic perspective situates the issue of achieving happiness into the context of pleasure seeking activities while eudaimonic perspective relates happiness to concepts such as self-actualization, fulfilment of one's potential, and similar topics broadly connected to personal growth and search for meaning. Concepts of hedonism and eudaimonism help to reduce the abstract nature of happiness. The thesis identifies three types of discursive representations of happiness - neoliberal, spiritual / religious, and pop-psychological representations. Particular representations define happiness differently. However, there are similarities and interdependencies in the aspects of how the hedonism and eudaimonism are being used. Thus, there are interactions between particular representations. Eudaimonism is more dominant in every representation in the sense of general claim that true (longlasting) happiness is never taken-for-granted, and that it must be cultivated. Representations that lean heavily towards eudaimonism were also associated with stronger normative dimension that might serve to justify a specific social order. More balanced representations tend to balance hedonism and eudaimonism by claiming that both principles are crucial.