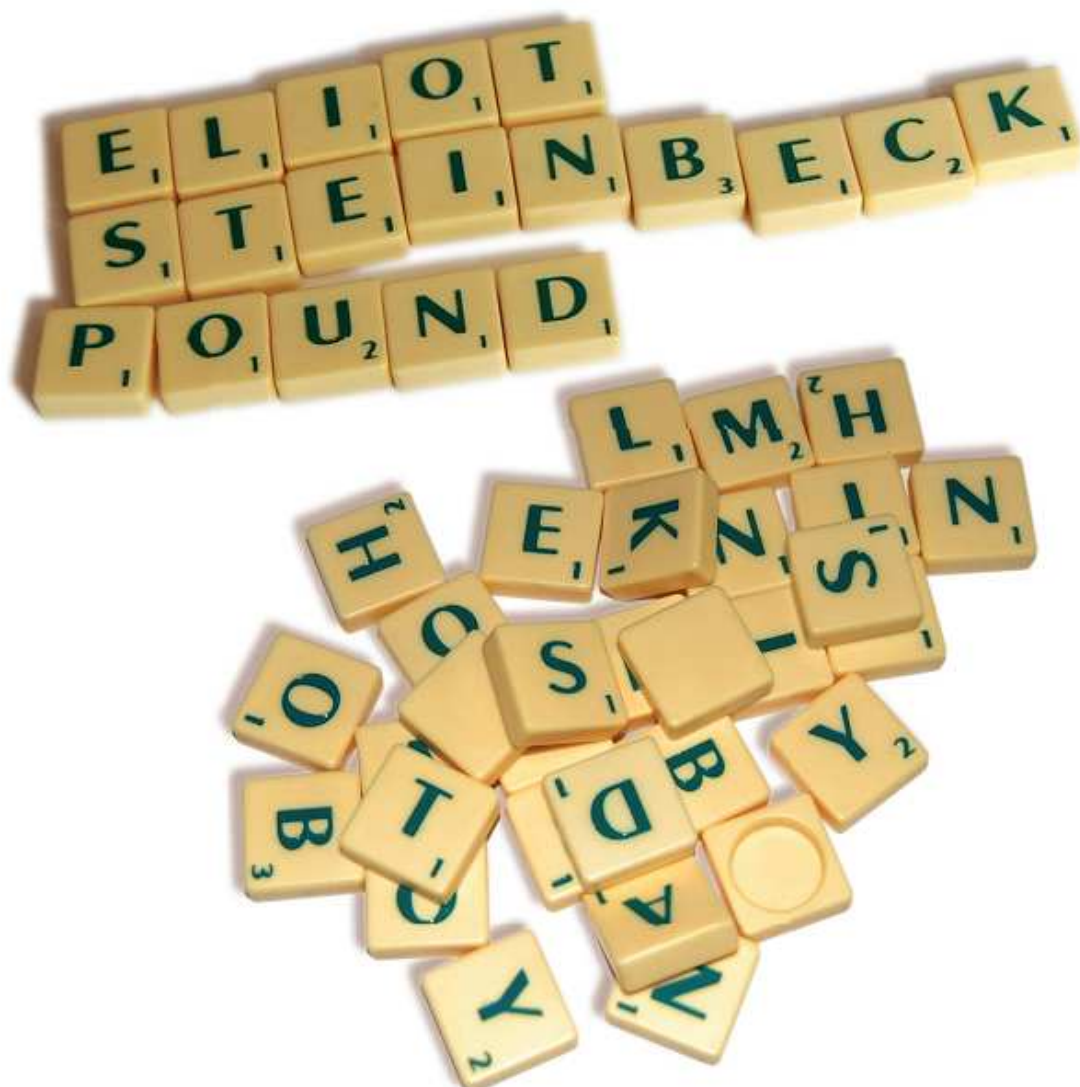


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Modal Adverbs – a Means for Conveying Judgements

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The paper deals with modal adverbs and aims to justify their being a means for conveying judgments. It consists of two parts – a theoretical overview and a sample of research into modal adverbs as modality markers. The theoretical part is an informative text aiming to delineate the notion of modal adverbs. The research part presents a study on their functioning as modality markers communicating confidence in the truth value of the proposition and offers an inventory of such adverbs.

Keywords: modality, narrow and broad modality, modality markers, modal adverbs, emphasisers, disjuncts

‘You love the open road...’: Building identities and relationships in car advertising discourse

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This paper addresses the construction of identities and relationships as a manipulative strategy in advertising discourse. Based on a corpus of British and Czech promotional brochures, the study applies an approach grounded in Critical Discourse Analysis, identifying ways in which text-producers attempt to create simulated identities for themselves and their readers. The author addresses the texts’ construction of virtual relationships between the addresser and the addressee in terms of positive and negative ‘face’. The study also discusses the extent to which the corpus reveals contrastive differences in strategies and discourse preferences between the British and Czech texts.

Keywords: advertising discourse, manipulation, mental models, Critical Discourse Analysis, communication strategies

Gestures, English Spoken Discourse and Czech Dubbed Text in an American Feature Film

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*This paper presents the results of an interdisciplinary analysis in the fields of functional sentence perspective and nonverbal communication, based on the English spoken text, Czech dubbed text and gestures made by the actors in the American film *American Beauty* (1999). The data for the analysis were taken from the multimodal database created by the author of the paper. The interaction between the gestures and the English and the Czech texts respectively is analyzed by means of the theory of functional sentence perspective. Co-occurrences of the gestures and particular communicative units are presented. The functions of particular gestures in relation to the spoken texts are also taken into account. The way in which the gestures and the English text interact is contrasted with the interaction of the Czech*

dubbing and gestures. The author describes the discrepancies between the two language versions of the film.

Keywords: gestures, nonverbal communication, gesture-speech analysis, functional sentence perspective, communicative units, multimodal corpus, dubbing, film

Questioning and Responding Practices in Medical Interviews Revisited (Part I: Doctors)

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The paper presents partial results of a long-term project involving research in the field of medical interviewing. The main goal of the project is to search for communicative strategies of doctors and patients that are capable of conveying empathy and trust. Via an interdisciplinary analysis, based on data excerpted from the most recent edition of the British National Corpus, the author attempts to bring quantitative and qualitative evidence that doctor–patient interaction has recently undergone significant modifications, resulting in the social redefinition of the asymmetrical roles of the main protagonists. The first part of the treatise focuses particularly on the communicative strategies of doctors, drawing attention to their questioning and responding practices.

Keywords: medical interviewing, questioning and responding practices, doctors, interdisciplinary research, British National Corpus

Visions of 1960s America from an American and (East) European Intellectual Perspective

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*This essay is based on the comparison of two books of non-fiction published in the 1960s – John Steinbeck’s essayistic book *America and Americans* and *An Angel on Wheels* (*Anděl na kolečkách*) by the Czech writer Miroslav Holub. Both books presented a fresh, untraditional view of America during that decade. While Steinbeck voiced his vision of American culture and society from an American perspective, the Czech poet and scientist Holub saw America from a certain distance, as an artist coming from Central Europe, a region divided by the Cold War. The essay attempts to find analogies but also differences between both writers’ views of American society.*

Keywords: USA, the 1960s, American literature, Czech literature, childhood, youth, American landscape, American culture

Slepnoucí Apollon, kastrovaný Dionysos

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The essay gives an account of the essential elements of the “traditional” concept of culture in the modern era. Discussing the individual projects and concepts of culture – from Matthew Arnold to F. R. Leavis, Marshall McLuhan, Jean Baudrillard, George Steiner and Zygmunt Bauman – it outlines various ways in which the “traditional” culture reacted against the modernity (or rather: the modernities). On another level, it presents a view of the substantial transformation of the concept of culture in the 20th century. Constant attention is paid to the aesthetic implications of the 20th century form of modernity.

Keywords: European culture, cultural criticism, media studies, history of ideas, idea of culture, cultural structures, traditional concept of culture, mass culture, globalization