

## Abstract

The thesis deals with corporate culture and its concrete application in corporate discourse. In this work, corporate values, such as the core of corporate culture, are understood as a central element for employee motivation and belonging to a given corporate culture, and this can be achieved through discourse. These assumptions are based on structural-functional theory, on which the whole theoretical framework is based. In the form of a critical discursive analysis, this work attempts to explain what specific discursive practices the company's managers develop in building its reputation and whether their moral values are in line with those corporate ones. Furthermore, if they manifest them in their actions in any specific way. The aim is therefore to reveal the role of corporate values in the perspective of company managers. The research is proven in unnamed multinational organizations with representation in the Czech Republic in the form of semi-structured interviews with managers of this company, precisely because, according to the assumptions, they are supposed to represent company values. The results of the research confirm the presence of corporate discourse, the compliance of corporate and managerial value orientations and the application of the company's proclaimed values.

### Keywords:

Corporate culture, values, structural functionalism, discourse, Multinational Corporations, Manager