

Diploma thesis „History and contemporary conception of rhetoric“ deals with the historical development of the art of speech from its beginning in ancient Greece to the 20th century and with various forms of modern rhetoric. Special attention is paid to work and opinions of authorities in every period. In the second part of this thesis, which is engaged in contemporary conception of rhetoric, we analyze especially matters of utterance to audience, nonverbal communication, relationship among rhetoric, politics and media and media influence on the way we talk.