

Abstract (in English):

The bachelor thesis deals with the analysis of keywords in the speech of the chairman of the SPD Movement on the social network Facebook. As a method, the analysis of keywords is used for the analysis, which are selected based on the mutual relationship and content analysis. The thesis deals with the key areas of these keywords and based on their interpretation, the classification of the political doctrine of Tomia Okamura is made as populist. The doctrine is further classified in terms of strategy, political appeal and inclusiveness. Later, the thesis deals with the general structure of argumentation, the construction of the worldview and the topics on the basis of which communication with the auditorium takes place. The basic values promoted by the speech are security and justice, which, in the performance of Okamura, have almost the same function in the speech. Based on these values, Okamura constructs the idea of dangers that stem from the efforts of elites to take power, these elites generate various dangers in the form of, for example, immigration, which is however considered mostly to be an instrument of the elites.