

Annotation

The aim of this diploma thesis is to analyze the rhetorical profile of one of the most prominent Czech rhetors after the Velvet revolution, physician and politician David Rath. In the theoretical part, the author comprehensively processes the history of public speaking based on the ancient but still current rhetorical tradition of ancient Greece and Rome. Furthermore, the work describes all the specifics defining both the interpersonal communication itself, as well as its individual aspects - specifically, verbal, nonverbal and psychological components, along with persuasive and manipulative techniques. The practical part is co-created by two key aspects - the career and political profile of David Rath and the analysis of his speech. The theoretical basis in combination with the knowledge of the life story of the central speaker forms the basis and context for the analysis of Rath's rhetoric. On carefully selected speeches, the author then examines in detail how the observed rhetor can adapt to various situations across the communication spectrum. The researched findings can then be used for further analyses of a similar focus.