

The purpose of this thesis was to analyze how and with what kind of means election posters can persuade. The material we used were posters of Swedish parliament political parties from the campaign before the parliament election in September 2006. Together we used 94 posters of 6 six political parties. For the analysis we got inspiration of rhetoric, because of two reasons. The first reason was that rhetoric and election posters have got the same purpose: to persuade. Because of that we thought that they should use the same means of persuading. The second reason was that rhetoric could help us to get structure in our analysis. We analyzed different aspects of the posters: 1. ways of argumentation, 2. disposition and structure, 3. language and style, 4. emotional persuading, and finally 5. layout. But the most important part was the language. As the political parties use a media most typical for advertising, we focused also on the difference between the political language and advertising language. We tried to put a border between the two of them and to decide where between them the election posters are.

One of our conclusions is that election posters are really very similar to a rhetorical speech, they follow very often the rhetorical rules and use the same means. The two aspects we dedicated most attention to were the ways of argumentation and the language of the posters. Within these two areas we found for example that the most posters do not use any arguments, they contain only a thesis, which can depend on lack of space. So the posters can persuade even without arguments, only with help of a thesis. We also found interesting that the posters can even miss the thesis or it can be somehow hidden in the text. The result of this is that the reader must take part in the argumentation process, which becomes interactive.