

## Abstract

This diploma thesis deals with the argumentation of guests of selected debates of the talk shows *Otázky Václava Moravce* and *Máte slovo s M. Jilkovou* publicizing. The format of these talk shows assigns these debates the confrontational nature, which leads their participants excluding the presenters to the argumentation duels. The subject of the research is a detailed analysis of the argumentation used by guests of the selected debates of the respective talk shows, including finding an answer to the question of what role the presenters play in it. The analysis put a particular emphasis on eristic dialectics, the concept created by Arthur Schopenhauer, which is understood to be a science of human intransigence. The concepts of Rhetological Fallacies of Jiří Kraus or David McCandless are taken into consideration in the second place as well. Linguistic and suprasegmental means as well as nonverbal level of the communication are being examined too. The aim of this analysis is, on the one hand, to describe the axiology and the associated efficiency of argumentation of the main guests at selected debates of *Otázky Václava Moravce* and *Máte slovo s M. Jilkovou* and on the other hand, to verify the usability of eristic dialectics to deconstruct myths, manipulations and distortions of facts in these debates. Finally, both of these talk shows will be confronted and the assumption that the debate in *Otázky Václava Moravce* is more sophisticated, thus, in terms of enhancing mutual understanding, tolerance and overall coherence of a pluralistic society, serves the public service better than the discussion in *Máte slovo s M. Jilkovou*, will be confirmed or disproved.