ABSTRACT

The goal of this thesis is to identify specific language elements in selected opinion pieces that appeared in Rudé právo newspaper over the course of 1975.

The first part of the thesis examines terms such as persuasion, propagandism and manipulation, and considers the interrelations between these terms.

Following sections of the paper are devoted to the characterization of distinct elements of persuasion as traced in diverse articles of Rudé právo. In a pragmatic perspective, the thesis describes such linguistic attempts at manipulating the reader as means to praise the communist regime or to defame its adversaries.

KEYWORDS
Propagandism, persuasion, manipulation, Rudé právo, text, communism, capitalism, follower, adversary, author, reader.