

The aim of this thesis is to analyze the language of contemporary politics. The work is focused on adjectives and semantic frameworks in which they occur, then the metaphors, idioms and expressiveness emerging in the political texts. The whole proposition is based on comparison of the above mentioned areas in three different political parties - the Civic Democratic Party, the Czech Social Democratic Party and the Labour Party. Everything is accompanied by illustrative examples and examples of specific political texts. The last chapter lists some important stylistic preconditions for the formation of "successful" political text.