

Master thesis called „Users rhetoric of selected asynchronous discussions on the Internet” studies culture of language and rhetorical cultivation in the selected discussion pieces from the three news servers, namely Aktuálně.cz., iDnes.cz and Neviditelný pes. Under many of these virtual newspaper articles there are discussions that are meant to develop read ideas and opinions. This discussion space is accessible for practically everyone who has an access to the Internet, which is one of the characteristics and advantages of network media over traditional ones. However limitations of traditional media anticipated the use of appropriate and cultivated language. Network media have different characteristics and asynchronous discussion make other demands on language in them.

Natural language is the basic communication medium, which is the primary content of most mass media. In the practical part there is an examination of users speech behavior in these discussions. The rhetorical analysis is used there, which allows a holistic view of speech including its argumentative construction. The aim is to find out what this type of online dialogues is characteristic from the point of view of rhetoric.