

Abstract

The thesis *Anti-immigrant Rhetoric and the Concept of National Identity in the French Presidential Campaign in 2012* is focused on the political discourse of three main candidates of the French presidential campaign in 2012 (Marine Le Pen, Nicolas Sarkozy and François Hollande). The aim of the research is to analyze the image of immigration and immigrants and on the other hand French and national identity in the discourse of the politicians. As methodological basis for the research critical discourse analysis was selected, completed by analysis of metaphors. The thesis is based on the theoretical framework composed of the following concepts: 1/ discursive reproduction of the racism by so called symbolic elites, 2/ new racism and 3/ construction of national identity. The thesis also presents the social and political context of the election. The main objective of the research is to answer the following research questions: *How does the political discourse of presidential candidates deepen the gap between positive self-presentation and negative presentation of the others? And to which extent in the discourse of individual candidates can it be seen?* The thesis describes specific topics, topoi and discursive strategies which are used by the candidates.