ABSTRACT

This thesis is concerned with identifying and describing the linguistic elements of manipulative strategies of selected political speeches from 1948 till 1957.

In the first part the work is focused on the principles of political communication, further persuasion and manipulation with respect to the relationship of these terms. In the next sections we find formal and functional description language means with regard to their pragmatic semantic components, mechanisms of propaganda and political line of reasoning. Knowledge of various aspects of language allows description of specific manipulative tendencies in political speeches and their burden in terms of evident and hidden action to the addressee.