

Abstract

An elaborated discourse is a significant part of the political power gain strategy. The rhetoric allows political parties to gain the electors' support and also to justify a wide range of real politics. The French National Front's rhetoric is undoubtedly one of the key elements behind the party's growing popularity. The right wing party transformed under the Marine Le Pen's leadership. The transformation is visible on the political discourse of which the character became less extreme-right and more populist. One of the main themes of the French National Front's discourse is immigration. The thesis aims to characterize the National Front's immigration discourse in regards to the course of time and current affairs from 2012 to 2015. The main themes emerging in the National Front's immigration discourse are *Foreigners and Alien Environment, Emergency and Combat, Political Competition, European Union and Economics*. The link frequency to those themes depends on the current affairs, nevertheless it could be said that the foreigner theme links are the most frequent and the economic ones are the less frequent. Some religious fundamentalism links are also noticeable. These serve to contrast the cultural differences and to stigmatize the Muslim community. In spite of the approached themes variety in the National Front's immigration discourse, one motive is common for the whole rhetoric. The motive of a menace, which allows the party to discredit the political competitors and emphasize the party's own credibility.