

Abstract

The diploma thesis “Some Features of Persuasive Language in Selected Presidential Campaign Speeches of Two Candidates” aims to investigate how the rhetorical device of conceptual metaphor is employed in the election campaign speeches of Barack Obama and Mitt Romney addressed mainly to the Hispanic voters to develop the myth of the American Dream. The political speeches were analyzed under the theoretical framework of the critical metaphor analysis and critical discourse analysis. Besides the analysis of the metaphorical concepts that support the myth creation, other rhetorical devices were examined in the selected corpus of the both speeches for their persuasive function.