

The gravity of the problem of drug trafficking in Mexico became clearly visible in the 1990s in connection with the political changes in the country and geopolitical transformations in the region. It became obvious that the drug cartels formed a key part of the system and of the everyday reality. Felipe Calderón, a new president from the PAN party elected in the disputed election of 2006, chose to dedicate his presidency to the fight against organized crime in order to regain legitimacy lost in the electoral process. His open confrontation strategy brought success at first, however, the praise it received was soon replaced by criticism. Negative consequences such as human rights abuses, militarization and ignorance of other problems of the society overcame any possible successes of the military campaign. During the six years of his presidency Calderón strived to obtain support for his strategy by using various legitimization strategies. The aim of the author of this thesis is to introduce some of the existing methods and to show how Mexico's Drug War was legitimized in the context of the strategies within the "call to arms" genre. The authors of these discourses tend to use four generic elements – appeals to a legitimate power source, appeals to history, construction of the "evil other" and calls for unity behind the greater good – in order to persuade the public to support the fight for the common cause. The objective of this thesis is to use the thematic discourse analysis in order to show the application of these elements in the presidential discourse of Felipe Calderón.