

This diploma thesis deals with distinctiveness in the style of preaching of Jaroslav Pleva, a Baptist preacher, on the basis of analysis of his preaching. This distinctiveness is realized through his use of language and style devices, and text structure. The final form of the discourse is influenced by its function and objective style factors. What mainly determines the structure of Pleva's texts to a considerable extent is a spoken form of the discourse. His code choice switching between standard and non-standard code, the official character of the discourse and its place and time given by the tradition are all very important; moreover, it is the addressee who represents the crucial factor of the preaching. The analysis of subjective style factors is also included. Intertextuality is typical for the genre of preaching, primarily following the biblical texts of the Old and New Testament. According to the variety of texts the motifs are diverse. Figurative speech, mostly originated in biblical texts, is used plentifully. Pleva uses these intentionally chosen devices to present his thoughts to his listeners and fulfil a persuasive function of a genre of preaching.