

Diploma thesis is dealing with the political party programme as the basic building block of political rhetoric and related phenomena in the Czech and Slovak political discourse of reasoning, rhetoric and related statements and case studies that describe and approach these phenomena with examples from the current domestic political rhetoric. Author bases on contemporary critical analysis of argumentation and theory of pragma-dialectic which opposes fallacies or false arguments and then sees both methods in construction of arguments in cases of political rhetoric, mass media discourse and conotative values that they are gaining.