

World War II is considered to be one of the worst war conflicts in the last millennium. The consequences have influenced millions of people all around the world. There were various circumstances which led to the declaration of war. Also the reasons for attacking Poland from the point of view of Germans were various. It was especially the role of argumentation and statements which justified these actions and helped to construct the common opinion and to reach the consensus in the public sphere.

This diploma thesis is dealing with the propaganda and argumentation conception in the Nazi newspaper *Der Neue Tag* which was published in Protectorat Bohemia and Moravia by the end of World War II. This thesis concentrates on the war declaration and its circumstances. The first part is focused on theory of argumentation from the common public point of view, other parts are dealing with the concrete form of the argumentation, with associated language instruments and paradigms.