

Abstract

The aim of this bachelor thesis is to analyse the political speeches of the two National Front representatives – Jean-Marie Le Pen and Marine Le Pen. The text compares the personal and social deixis means used by both speakers in comparable communication situations. The theoretical part defines the communicational situation circumstances, the argumentation and the persuasive technics in the political speeches, as well as the personal and social deixis means. The ensuing analysis of the political speech corpus is inserted in the frame of the political party programme. We accept the method of the speech analysis according to the occurrence of the particular language means. The quantitative analysis is developed by examples of the given means in particular languages contexts. On the one hand, the text offers a comparison of the means used in different communication situations. On the other hand, it shows the differences of both speakers' expressing. Thus it brings a specific perspective in the view of differences between both politicians.

Key Words

Political discourse analysis, personal deixis, social deixis, communication situation, argumentation, Jean-Marie Le Pen, Marine Le Pen, French