

The thesis endeavours, by rhetoric analysis of scrutinized texts published in the period of the so-called Normalization, to show shifts in the argumentation structure loaded with propaganda functions. In the interpretative-analytical part the particular occurrences of the shifts are demonstrated. The rhetoric approach is supplemented by the analysis from the perspective of the audience and the reader. The thesis has the ambition to present the combination of the rhetoric perspective and the reader theory as a productive approach which supplies comprehensive view on literary criticism in the period of the so-called Normalization (1969 – 1989) in Czechoslovakia.