

Abstract

The bachelor thesis analyzes the means of the communication strategy in the first book of Lucretius' didactic epic *De Rerum Natura* and its methodological approach is based on a communication model consisting of several levels of literary communication. Attention is paid to the sources of authority of the speaker portrayed in the text, to power he assigns to language and then to partial devices which help to increase communication potential of the text, primarily to images of the addressee portrayed in the text. Problem of his concreteness as well as the manner in which the speaker judges his ability and willingness to learn are considered to be important factors influencing the perception of the text by real reader. Various roles made up of metaphors and similes which the addressee is endowed with are examined as the ways in which the speaker in the text expresses his conception of a learning process.