

Thesis aims on analyzing public appearances of former Czech prime minister Petr Nečas with special focus on pragmatics and reasoning. Whole analysis is performed with regard to political context. The goal of the thesis is creating complete characteristics, which can be used as a basis in future researches in pragmatics, political marketing or political PR. Using qualitative approach the thesis analyzes recordings from political debates, parliament meetings and press conferences from the era, when Petr Nečas was prime minister.