

Abstract

Miloš Zeman as the first directly elected president is among the most significant personalities of the Czech political scene and he is also one of the most capable speakers of the post-communist era. Public speeches are almost the only medium for communication between the president and the public. The thesis aims to analyse the presidential speeches of Miloš Zeman. The relevant period for this research was set to 8.3. 2013–31.12. 2014. The author analysed the speeches in terms of structure, length of sentences, figures of speech used, vocabulary, argumentation, manipulative and persuasive techniques and recurring themes. In the end of the paper, the author also compared Czech media's interpretation of the speeches with foreign media's interpretation.