

## **ABSTRACT**

This thesis introduces an analysis of the selected interviews with the former president of the Czech Republic Miloš Zeman. Primarily it examines the stylistic devices and the use of persuasive techniques and stylistic elements within these interviews. The theoretical part introduces concepts such as journalistic style, dialogue, media dialogue, media image, persuasion, argumentation, and media discourse. The empirical section comprises a stylistic analysis of specific interviews. The objective of this thesis is to examine the persuasion within the analyzed texts.

## **KEYWORDS**

dialogue, stylistic analysis, argumentation, Miloš Zeman, media dialogue, persuasio

