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Czech title: Německý jazyk ve službách nacistické filmové propagandy:

Srovnání s jazykem komunistické propagandy v Československu

German title: Deutsche Sprache im Dienst der NS-Filmpropaganda:

Ein Vergleich mit der kommunistischen Propagandasprache in der Tschechoslowakei

English title: German language in the service of Nazi film propaganda:

a comparison with the communist propaganda language in Czechoslovakia

ABSTRACT

The power of language to influence and mobilize in political contexts is the research area of this thesis. It analyzes the rhetorical strategies and narrative techniques in selected films of Nazi propaganda and communist propaganda in Czechoslovakia. Both propaganda machines used language to spread ideology and shape the perception and behavior of the masses. Did they use the same language techniques? The following thesis examines which linguistic strategies and means can be used to convey propagandistic messages through films. The comparative analysis allows the question of whether a common cross-national and cross-ideological propaganda language exists to be investigated.

KEYWORDS

Propaganda, propaganda language, Nazi film, ideology, totalitarian régime