

Annotation

This diploma thesis compares linguistic and sexist expressions used in adverts and on websites of companies Free Rádio, ÚAMK, Pila Pasák and Rodinný pivovar Bernard. The first part of the thesis provides broad theoretical background focusing on media, media communication, new media, marketing communication, sexism and linguistic aspects of marketing communication. Great deal of attention is paid to pragmatic aspects of advertising language, the communication functions and speech acts in adverts. The work also deals with sexual information in adverts, e.g. types of sexual information used in advertising, its effectiveness, typical sexist expressions but also with legal and ethical frames in advertising.

The second part of the thesis are the analyses themselves. The adverts are analysed through a questionnaire that covers pragmatic, semiotic and semantic aspects so that the intersemiotic character of advertising is covered; other issues included are types of sexual information and sexist expressions. The websites are analysed through a questionnaire that challenges the structure of the website, its aim, design, used vehicles of expression, pragmatic aspects of the used language and the presence of sexism.

The aim of this thesis is to answer five questions covering such issues as used vehicles of expression, used sexist expressions and pragmatic aspects of the language used in both adverts and on the websites.