The thesi s deals with cohesion and coherence in print advertising texts.
The first part follows the concept of advertising as a specific type of todayr s discourse and its description.
Second part is pointed to text, its cohesion and coherence and various approaches to them. It r s dedicated to their definitions. In detail it introduces tools ranging to coherence, such as context, theme, presupposition and inference, and also tools related to text cohesion (substitution, deixis and repetition).
The separate chapter turns to general relations between text and picture lil advertising texts.
Analytical part results from interpretation analysis of selected advertising campaigns. In particular it focuses on picture and text relations and relations between separate text parts.