

Abstract

This bachelor thesis deals with a language humour and its usage in advertising. The theoretical part first defines humour, distinguishes two basic types, i.e. language and content-based humour, and summarizes the theoretical knowledge of the influence of humour on key indicators of advertising effectiveness. Then it concentrates on Czech language and its elements that allow advertisers to create and modify commercial messages so that the advertising achieves desired goals. Specific elements of language humour are then presented on the examples of Czech advertisements, which forms a prelude to the research itself. The practical part of the work is a research of the usage of language humour in advertising carried out by the form of descriptive analysis. Commercials in the banking sector were chosen as a research sample. For the purposes of the research, ten categories of language comic elements were created, into which the individual elements were divided and examined. Research shows that the spectrum of language comic elements is wide, however, most of the commercials fall into the category of wordplay based on the double meaning of words. In most of the presented commercials, language comic elements have a rather secondary role, when they complete the dialogues of the characters and support the overall humorous story, but there are cases when the language comic element is the main part of the whole message. The research did not evaluate the actual humorousness of the monitored ads.