

I have chosen the language of advertising as the main topic of my thesis. It is always possible to analyse it from several aspects, from psychological aspect to art aspect. Very often we can hear that contemporary advertising is very aggressive and it doesn't respect any rules.

The first task of an advertisement is to attract our attention. It tries to detain us and to persuade us about the qualities of the offered product. It always tries to say that the product is the best for us. For that reason it is necessary to give the product a name and to create an interesting text that will help to sell the product to as many people as possible. What is an interesting text then? For sure it is not the text that we just read without any interest, but it is a text that surprises us and also entertains us.

The language of advertising is various and different from the other language styles. It is very difficult to classify it as a one separate language style. The authors of commercials normally use methods of another language styles: scientific terms, journalistic methods but also a lot of poeticisms.

Grammarians from all over the world have tried for a long time to define some characteristic features that would be essential only for the language of advertising. Roomer says that there should be „Advertising language style“. He thinks there are a lot of attributes characteristic only for language of advertising. I don't agree with his statement. From my analysis we can find out that the language of advertising uses a plenty of attributes that are more characteristic for another language style (journalistic, scientific...) that were already described long time before the real boom of advertising.

There will be always one feature valid for advertising: everything is allowed. The most important fact is that the commercials have to fulfil their task – to persuade the consumer to buy the product.