Abstract

The diploma thesis deals with the text-forming and pragmatic potential of phraseological units in advertising. The aim is to document the phraseological apparatus within the Czech and Slovak advertising space from 2017 to 2019. The theoretical basis of the work are the concepts of two dimensions of phraseology - forms and faces of the idioms, linguistic actualization and linguistic picture of the world. In the practical part, idioms in selected Czech and Slovak advertising communications are interpreted by a descriptive and comparative method through a qualitative analysis. The anthropocentric orientation of phraseology and the linguistic image of the world is confirmed, as well as the thesis about the dominance of somatic components in phraseological units (life and phraseological universals). Idioms, linguistic peculiarities, an aestheticizing factor with a charge of expressiveness, an attractive function and the ability to evoke a persuasive effect, have proven to be productive and effective means of expression of advertising messages that can present any message (social, economical, ecological, educational or cultural) in an understandable, entertaining and attractive way, helping to meet the basic requirements of advertising.