

The core of this bachelor thesis is an empirical study of seven selected English expressions in German-language advertising, between the years 2000 and 2021. The empirical study is based on a survey. The introduction explains the choice of the topic and describes the course and goal of the work. In the first, theoretical part, all the necessary terms on the subject of English borrowings in the German language are explained and the basic principles of advertising are characterized. In addition, some studies that were previously conducted on a similar topic are cited. The methodological part illustrates the means and procedures used in each part of the analysis. In the practical part of this work, survey results are collected and analyzed. The analysis consists of two parts. In the first, qualitative analysis, the respondents' answers are written down and analyzed semantically. The second, quantitative, provides concrete charts and statistics, also based on respondents' specific answers. In the concluding part of the work, the results of the study are summarized, and the resulting theses are developed.