

In the introduced diploma thesis I worked with the collection of 200 written advertisements (Czech and English) and 200 TV commercials (Czech and English). The main task of the thesis was to describe the major features of Czech and English advertisements from the syntactic point of view, compare them and support by proper examples. The thesis also includes statistic data based on the analysis of individual items in the collected material.

The thesis is divided into four chapters. The first one deals with the general features of advertisement, its position within the Czech stylistics, its forms and the possibilities that each form provides. The next chapter focuses on the analysis of the syntactic structure itself and examines the different ways of expressing the items being compared.

The third chapter describes the advertisements in the context of pragmatics. Utterances used in advertisements are analyzed by exploring the theory of speech acts, theory of cooperative principle and maxims of politeness. The chapter also examines the different ways of addressing a receiver and his/her position in the discourse of advertising. The last chapter includes all findings and conclusions.