

Abstract

The presented thesis aims to analyze the expressive means of television commercials by the breweries Radegast and Staropramen. The objective is to evaluate how these companies utilize linguistic and stylistic devices to shape their image and communicate with their target audience. The study contributes to understanding persuasive communication, which is a distinctive feature of advertising.

The research focuses on beer advertisements, chosen for their narrower thematic scope and because advertisements for alcoholic beverages are subject to specific legislative regulations. This focus enables an examination of how these regulations influence the choice of expressive means in individual advertising slogans.

The study employs a semiotic analysis of the advertising slogans of the mentioned companies, emphasizing expressive means. It aims to provide a deeper understanding of how these devices are used to strengthen consumer identification with the brand.