

The aim of my thesis is to analyse phraseological units in advertising; to divide them according to their predominant features on the basis of theoretical knowledge. Advertising, as one of the dominant genres of mass communication, uses various linguistic means (recently, a lot of expressions from the field of phraseology) in the interactions with the recipients to draw their attention, to influence and persuade them.

The advertising strategy is always intentional, the choice of the linguistic code is the subject of only one goal to sell a product or a service. The analysis of fixed collocations is carried out on excerpts from newspapers, TV and radio programmes and the internet. Based on the specialised literature and collected linguistic material, I single out the most common forms of phraseologisms as they occur in the advertising - modifications, variants and updates. Further in my thesis, I deal with the movement of these units, their interaction and also their loosening and fading connection with the advertising discursus.