

## **Intertextuality in Advertising and its Use in Czech Language Lessons**

Advertising, as one of the forms of persuasive communication, often uses intertextual links to persuade, to manipulate and to seduce the recipient. The thesis analyses the intertextual links in advertising and their distribution according to the types of pretexts on the basis of theoretical research, and elaborates, how the different kinds of advertisements and commercials are perceived by secondary school students.

In the first part of the thesis, relevant theories, which deal with intertextuality, are summed up, and the main terms are defined. In the area of intertextual research, we can find two main conceptions of intertextual links: broader, represented e. g. by Kristeva, Barthes, Bloom, Riffaterre, and narrower, manifested e. g. in theories of Bachtin, Genette, Głowiński, Markiewicz or Homoláč. In our thesis we emanated from the narrower conception of Homoláč, who defines intertextuality as linking of one text to another text, which is incorporated into its meaning structure. We also defined terms architextuality and metatextuality and specified their relevance to our research.

In the second part, having taken theoretical literature and language sources as a basis, types of intertextual links used in advertising are selected. The analysis of intertextuality in advertisements is made on rich textual material, taken from the newspapers, magazines, radio and TV programmes and other media. Next the concrete texts and genres which are sources of intertextuality and architextuality are inquired. There are many types of texts and genres, e. g. fairy-tales, films, TV programmes, theatre plays, songs, proverbs, quotations, lecture texts, letters, riddles, tongue-twisters, caligrams, pieces of visual art, obituary notices etc. Authors of the advertisements quote, extend or reduce the model texts, exchange similar words, use allusions, famous songs etc.

Authors of the advertisements try to use well known texts, hence links to famous film comedies is more frequent than e. g. theatre plays or visual art. By quoting some of these texts, the authors are trying to bring the potential customer near to the advertised product, to arise nice memories and feelings, which put him in good mood to absorb the information about the product. When the pretext is well chosen, the recipient will find the product more attractive.

Based on the research, which was carried out at certain secondary schools in Prague during 2008, we can see that intertextuality in advertising was perceived positively by our target group, but only provided that the students disclosed the intertextual link. This process was supported by well chosen and well-known, attractive pretext. The pretext also has to be adequately linked to the product; the intertextual link must not be purposeless. Nevertheless,

we can find isolated views of people, who perceive intertextual links as misusing of the original texts. If the advertisement is not elaborated properly, it is also perceived in a very negative way. The research shows that identification of intertextuality in different types of texts presents an intellectual challenge for the students. Moreover, some students are able to disclose and describe principle of intertextuality only if the texts refer to the same type of pretext or genre. If the texts refer to different pretexts, they tend not to generalize, only describe individual links. The target group admitted that they sometimes incorporate quotations from advertisements and commercials into their speech in miscellaneous communicative areas. In single chapter, based on the research material, we analyzed language means, which the students perceived as typical for advertising. Finally we reviewed contribution of the topic to Czech language lessons at secondary schools.