

he topic of the thesis is Spanish advertisements from the perspective of the text linguistics. Already the title itself says that the study consists of two parts. The first one is theoretic; it tries to explain the issue of the text linguistics, to characterize the situation of discipline from the point of view of the significant authors belonging to the given theory. The point of departure is the theory of textuality according to two important linguists Beaugrande and Dressler (1997) who present the text linguistics from perspective of seven norms. At the same time the study refers to existing relation between the iconic and the verbal languages and explains the essential notion and terms relating to the advertisement. The second part is focused on the practical aspect, application of textual norms on advertising message. It is based on specific examples of Spanish daily newspaper El País which is one of the Spanish newspapers with a large base of readers.