

## Abstract

This thesis is concerned with Discourse analysis of music magazine Spark, which refers to metal music. The main standpoint is the phraseology and the choice of metaphorical expression which are used in the magazine. They are determined by aesthetic and cultural context, to which the magazine relates. Specific indexicality at the linguistic level refers, in a specific way, to musical context. The theoretical basis is stylistic analysis of specifically modified publicistic operational style, of its lexical items, phraseology and imaginativeness. Emphasis is laid on tenseness between the automatization in the use of means of expression and some author's style actualization. Both tendencies are relevant to the text contextualization. The first part of the thesis, named Introduction, presents the thematic structure of the magazine and its specific form of advertising, the second part, named Texts, is focused on stylistic analysis of texts and their interpretation in the light of cultural context. In this second part are presented the persuasive aspects of the magazine, in consideration of Christian values. The aim of this thesis is to describe one of the contemporary Czech media, in connection with linguistics and ideology.

Key words: Discourse analysis    Contextualization    Order of indexicality    Slang    Automatization in the use of phraseology  
Imaginativeness    Persvazion    Argumentation