

Summary

This bachelor thesis deals with ancient mythology influence on advertising specifically with usage of remarkable characters' names in titles of companies and products. It compares information gathered from internet domains, portals and companies' representation with literature specialised in ancient Greco-Roman mythology.

Names of the gods and heroes are more frequently used with inner context in their Greek form rather than in Roman form and they are often written with no punctuation. Very common is usage of acronyms which bear resemblance to specific names, however, without any closer relation to the given mythological theme. Most company titles really have relatively traceable relation to the ancient myths, which is described in this work. Many of those companies have chosen their names because of the euphonious effect they possess.

The research brought to light many appropriately used names related to various fields of business that have not been thoroughly exploited before, eg. name of Hercules. Also, findings unknown to the authors were made revealing eg. relation between Diana and nuts etc.

Although it was not possible to embrace presence of all the names in mentioned titles, this work provides adequate insight into the matter of ancient Greco-Roman culture and its topicality as it is related to the trend of abolishing the classical languages education. The topicality of the ancient Greco-Roman culture itself is strongly affected by this trend. However, basic elements of the ancient stories are still part of the general knowledge even under aforementioned circumstances and with particular details vanishing from this general knowledge, despite the fact that these details can change the meaning of the title related to the original mythical name dramatically.

More potential of the research is being offered in areas with different spoken language eg. Slovakia. This is a way of revealing certain citizens' attitude towards mythology. This attitude can be compared with results of this work and subsequently, general influence of the ancient myths in the given areas can be analysed, described and compared.