

## **ABSTRAKT**

The theme of this work is media advertising. Its focus is an analysis and comparison of Czech beer advertisements and Russian beer advertisements. The main objective is to learn whether the Czech and Russian beer advertisement are quite different from each other, or if they use the same linguistic, psychological and visual instruments. The thesis is primarily focused on linguistic research of advertisement, but we consider it necessary to analyze it from different perspectives too, therefore a brief analysis of the psychological aspects of advertising and marketing is also included.