

Abstract

This thesis deals with the complex characteristics of communication that occurred on the webpages of the discount servers during Fall 2011 - Spring 2012 capturing specific combination of both, professional and word-of-mouth, advertising styles.

Advertising texts produced by the advertising agent could be described as informative and persuasive with entertaining elements of gameplay and humor. Informative function is being realized by means of professional style (e.g. using words of foreign origin) associated with seriousness and literary expression, and by means of preparing different forms of advertising texts and publicity on the Internet. Realization of persuasive function happens through informal and direct communication using salutations, imperatives, emoticons, slang and domesticized terminology of foreign origin, and through presence of Czech spoken speech in these texts.

Dialogue between agents and customers occurs in corresponding internet forums that is certain mixture of correct and neutral opinion on one hand and manipulative, exaggerated, emotional and often ungrammatical expressions on the other hand. Moreover, the names of these discount servers are formed in terms of word formation (e.g. *Slevomat*, *Slevopolis*, *Vykupto*, *Zapakatel*, *Nebeslev*, *Mydeals*, etc.) describing their motivation.

Furthermore, the thesis evaluates the effectiveness of persuasive and manipulative strategies, and the use of linguistic and stylistic instruments in the webpages of these servers. It also captures possible strategic and expressional transformation in these pages during the period under consideration, and it predicts future development on the axis of automation-actualization.