

## **Abstract**

This bachelor's thesis deals with the development of line advertising in journals. It is divided into theoretical and practical parts while the development is described on the basis of textual and thematic analysis of line advertising in journals *Lidová demokracie* and *Lidové noviny*. In the thematic analysis the work focusses on the volume of advertisements and specifically whether and when it rises (or drops). The textual analysis tries to record language and orthography norms as they evolved. The work is also focused on vocabulary changing and advertisers' active vocabulary. The corpus of researched material comes from years 1968 and 1988 of *Lidová demokracie*, always first week of March, June, September and December and the same months of *Lidové noviny* from years 1998 and 2008. Both journals can be paralleled because of their relatively comparable edition, number of readers and position on the newspaper market. On the basis of practical comparison of the analysis a demonstration of the line advertisement is made. The theoretical part describes briefly history of advertisement including the censorship in the second half of the 20th century. Further it deals with legislative measures and actual principles of advertisement in the Czech Republic. It is also accompanied by basic principles of advertisement, its targets and efficiency in journals. Due to the timing relations and constant evolution of the line advertisements the topic has not been examined closely in scientific literature yet.