This diploma thesis aims to analyse the lexical aspect of the contemporary Dutch language, particularly the influence of foreign languages on the state of Dutch advertising language. A short summary of the changes in language throughout the 20th century is described in the first part of the thesis. The chapters which follow are dedicated to the current specifics of the Dutch vocabulary and the current possibilities of its expanding, including the problematics of lexical borrowings in Dutch. The specific aspects of advertising and its language also have to be introduced because of the possible consequences on the results of the analysis. In the practical part of the thesis, the own corpus, methodology and hypothesis are presented on the basis of the described secondary literature. Finally, the corpus analysis follows where all relevant results of the lexical analysis are discussed, both qualitatively and partly quantitatively.