

## **1 ABSTRACT**

The work deals with the analysis of verbal and nonverbal means of advertising messages in files promoting automobiles and banking products and services through printed brochures and company websites.

Advertising texts use elements of journalistic, technical, administrative and artistic styles. Persuasive and attracting functions are dominant for them. These are of the verbal means represented primarily by imperatives, adjectives and adverbs in comparatives and superlatives, by a higher frequency of personal, possessive and totalizing pronouns. Lexically the functions of texts are supported primarily by vocabulary with positive expressivity and terminology of respective field. Enumerations, rhetorical questions, higher splitting of text and placing of persuading means into the rheme of the message are syntactically relevant. These features are also supported by repetition and combination of these means.

Of the nonverbal means composition of individual elements within the advertising area, particularly the location of the product and company name, logo, slogan, ratio and layout of text and visual elements, play an important role.

Above specified means and combinations thereof can be understood as a strategy of advertising message. Cognitive or affective strategies supported by an appeal to rationality, fear and other emotions are mostly used in the texts of chosen advertising file.