

Abstract:

This Bachelor thesis deals with the communication strategy in press advertisements which aims on the parents of children. The first part describes theoretical bases in advertising in general, not only concerning marketing strategy, but also regarding it from the linguistic point of view. In the second part analysis of collected material is carried out, and the instruments which are used in a given communication strategy are discovered. These instruments are verbal (word) and nonverbal (graphic aspect of advertising). The description is accompanied by a comprehensive analysis of several advertisements, in which the overall impact on the given strategy is demonstrated.