

Abstract

This bachelor thesis examines the intertextuality in advertising. The theoretical part first of all defines the basic concepts, such as advertising, intertextuality and its types or transtextuality, and in addition includes selected approaches to intertextuality in advertising and their subsequent comparison. The practical part contains a design of an information system for working with a corpus and the introduction of the corpus itself, accompanied by comments and evaluation. The final section consists of an analysis of the corpus, which leads to the formulation of conclusions about how the source texts are modified and adapted.

This thesis aims to: 1) find out how frequent is the advertisement based on the principle of intertextuality, 2) ascertain what means of intertextuality are the most utilized in advertising texts, 3) determine what type of source text is the most frequently referred, 4) design an appropriate information system to store, search easily and comment on the collected material.