Abstract

This thesis presents a linguistic analysis of on-line advertising in English. A corpus of 150 advertisements was divided into three thematically distinct categories: non-commercial advertising, advertising of alcohol and cigarettes, and unspecified advertising of various products. Then, the examination and identification of the linguistic features and rhetorical figures was carried out. The theoretical part deals with the concept of advertising and the most frequent linguistic devices employed in slogans. The practical part aims to statistically describe the most commonly used linguistic means in advertising slogans in relation to the thematic domain they come from, as well as to reveal the connection between the use of advertising language and advertising objectives.

Key words: advertising slogan, figurative language, rhetorical figure