The title of Elena Romanenko’s bachelor thesis is The Linguistic Analysis of On-line Advertising in English. As she states, the focus of the bachelor thesis focused on the linguistics of advertising in reference to the slogans and their frequency. The theoretical part defines what advertising is and states the most prominent use of linguistics and their function in advertising. The practical part which is the main part of her work is a corpus of 150 on-line advertisements and then divided into three groups. There is an analysis of data based on the theoretical part.

In the first part she defines the concept of advertising and gives a base to the discussion. The next section is a discussion of advertising objectives and she mentions two types of advertising: commercial and non-commercial. In the next section she discusses advertising as a means of communication. She defines the different ways the message is communicated through advertising.

In the next section she discusses the characteristics of the language and function of advertising. Here she defines the six functions or as she states “language roles.” In the next section she discusses the linguistic devices along with a sub-section on the phonological level of linguistics. In the next section she discusses the functions on a new level: The lexical and orthographical level and includes examples. The next section focuses on rhetorical devices or how to catch the reader’s attention. The next section discusses linguistics on a morphological and syntactical level. In this section she discusses the linguistic features of the language from block language to simple language and other types of sentences. She continues on to explain other rhetorical devices which will provide and overview for the theoretical part of the thesis and serve as a base for the practical part. It is with this extensive list of devices and explanations of linguistic devices that the reader will be prepared to understand the research done in the practical part which includes an appendix.

In the practical part she gives the reader an in-depth look at the research done. She begins with a section on collecting the data where she explains her theme: on-line advertising including Alcohol and cigarettes, non-commercial advertising and unspecified advertising. The thesis, as she states, provides a qualitative and quantitative analysis. The appendix allows the reader to see that the research done is transparent. Here she is able to categorize linguistic devices through regularity and being able to explain the linguistic choice and the connection to the advertising objective. She has provided a corpus of analyzed slogans and advertisement pictures on the cd included with the thesis.

The next section on the slogans shows that nearly every advertisement uses a rhetorical device. She continues with further sections and graphs to show how these are used on a phonological level and the frequency of such devices used such as rhyme and alliteration. She continues with another section on a lexical and orthographical level using personal pronouns as a device. She offers another chart to show where these personal pronouns are used. Her next section on a syntactical and morphological level shows that many advertisements present their advertisements using declarative
sentences. The next section is the use of semiotics with a chart provided to show the use of tropes such as metaphors and similies. The next section entitled observation, as she states, allowed her to observe the patterns. Graphs are provided for the three groups: alcohol, non-commercial and unspecified groups. She discusses the use of metaphors, puns, and adjectives. She also explains the regularity and justification of the techniques used. She states here that the main function of the text and devices used is to persuade and inform. Her conclusion briefly summarizes what she has done and a sentence or two briefly suggest the possibility for further research. The fact, as she states, that advertisers use the language to persuade would probably be considered obvious but this does not take away from the depth of her methodical study.

Based on the detailed theoretical part and her good use of language to explain her concept with such specificity as well as her in-depth research and detailed appendixes I would be tempted to recommend a mark of vyborně(1) straight away. However, I do feel that she could have given more of a global view as to the implications of her research. Stating that advertisers do use these techniques has been shown. The analysis is educational but I think as a conclusion there could have been more of a type of pedagogical proposal as to what to actually do with her research besides simply recognize the fact that these devices are used. It is true that she stated the aims of her research at the beginning of the bachelor thesis and for these purposes these aims through her research have been achieved. However, I do not feel it is not asking too much to go slightly beyond those aims and ask her to explain what can or should be done with this research besides simply recognize that these devices are used in on-line advertising. I feel that Elena Romanenko should be given the opportunity to explain these aims to the commission as to what direction she would like this research to be taken and what global purpose this research might serve beyond simply as a linguistic study which is a fine first step, it should be mentioned, with respect to her research. This future research perhaps could even be done by herself as a diploma thesis. It is for this reason that I recommend a vyborně/velmi dobře(1/2) and the mark for the bachelor thesis should be decided based on her performance at her defense.

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10th of May, 2014