

ABSTRAKT

The topic of this thesis is “The food advertising in the mass-media”. It focuses basically on defining the conception of advertisement, determines its purpose and intentions. There is a following analysis of the chosen audiovisual and printed advertisement materials for the groceries of the Czech and Russian social environments and their comparison.

First of all this thesis focuses on the advertisement research from the linguistic and psycholinguistic point of view, nevertheless other approaches to advertisement analyses are described as well, mostly marketing which is a part of advertising.