

Abstract

This bachelor thesis deals with double entendre in sexist advertising. Sexist advertising uses many vehicles of expression and linguistic phenomena but double entendre seems to be one of the most favourite ones. This thesis aims to analyze the vehicles of expression (both textual and visual) that lead to and permit perceiving the sexual meanings in sexist adverts. The introduction part discusses the theory of the vehicles of expression, deals with intertextuality and pragmatic aspects of adverts. The second part focuses on sexism, the nature of sexual information present in adverts, perception and effectiveness of those information. It also outlines the most frequent vehicles of expression in sexist ads and its ethics. The author then defines in details two vehicles – contextualization of text and image and double entendre. We take semiotic and semantic approach to them. The last section applies all the theoretical findings on particular adverts from the competition Sexistické prasátečko (The sexist little pig).