

Abstract

This bachelor thesis deals with the father's image in contemporary advertisement and its perception of men. The theoretical part explains the basic concepts of media studies, linguistics, cognitive linguistics and sociology. The practical part deals with methodology of research, hypothesis formulation and analytical questions. The conclusion of the thesis is a description of five selected beverage and food advertisements that appeared on Czech screens in the years 2016 and 2017. Using the method of unstructured interviews showed that in 5 specific cases, the selected men did not identify with the father's role in the advertisement.

Key words:

advertisement, media, gender, linguistic picture of world, linguistic picture of father, advertisement