

Annotation

The aim of the bachelor thesis is to outline an overview of language and language specifics which are used mainly by experts in the branch of marketing communication and PR as the part of a professional discourse. It describes the relationship between these language users and their lexicon. The aim of the thesis is not only to depict current trends of a unique slang and explain its function in the real communication of marketing communication and PR but also characterise a rational and emotional relationship of experts in marketing communication and PR. Nowadays, it is common to examine the language of advertisement but not the language of marketing communication and its practical usage and the reflection of the active language users, which is the merit of this bachelor thesis.