

Title: The Language Humour in Advertising  
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Abstract: The presented work deals with linguistic analysis of means that frame humour in printed advertising. The analysis of the language humour is based on a selected advertising sample. This sample was used to identify, classify and specify individual linguistic means in more detail. Humour is interpreted as a play on words that is built around updating, change, intentional breaking of established rules, incongruity and around the relationship between language and extralinguistic reality. This play resulting in a comic tone of the advertisement concerns meaning as well as graphic form of individual linguistic means, usage of different varieties of lexis, intertextual connection and the relationship between words and pictures. The work covers all these aspects of the linguistic play on words as well as describes the theoretical context in which the play takes place and specifies the basic terms connected to the subject of the thesis, i.e. advertising and humour.

Keywords: Advertising, Humour, Language