

ABSTRACT

The thesis Contemporary alcohol commercial deals with czech commercials qualitative analysis of some well-known marks of luxury and common alcohol made in the Czech Republic. It is based on theoretical knowledge from the area of marketing communication and from the area of linguistic study. The research follows using of persuasion means in the commercials focusing on target groups of recipients. Particular attention is paid to language means, which are considered to the rest of expression means in this type of advertising as dynamic scene and sound is.