

The thesis deals with the relation of semantic opposition in the discourse of advertising.

The aim of the thesis is to identify the techniques of advertising language based on the use of antonymy and describe their manipulative strategies.

The thesis consists of two parts. The first is theoretical. It introduces the topics of advertising language and antonymy. It presents the views on definition of advertising, describes the influence of media on the language of advertising and summarizes the basic advertising principles. Further, it defines antonymy and presents basic classification systems of opposites.

Second part starts with the description of the research methodology and the database of advertisements created for the sake of the thesis. The following chapter analyses distribution of classes of antonymy and describes individual advertising techniques and their manipulative force.