

Abstract

**Czech language style of television advertising of the new millenium on the example of the T-Mobile's media campaign**

This bachelor thesis deals with the contemporary language style of Czech advertising on the example of brand communication/ advertising campaign of T-Mobile. The work is divided into two parts: theoretical and practical. The theoretical block introduces the context of advertising and shows the characteristics of advertising messages and language of advertising discourse. The focus is on the practical part which analyzes the advertising media campaign of T-Mobile and other operators published in the television from January 2012 to May 2013. The work observes the typical advertising characteristic of T-Mobile and deals with comparison of communication of T-Mobile with other operators.