

The present diploma thesis investigates meanings in product-related texts found on brands' online shopping websites. The thesis aims to identify the meanings which are communicated in relation to the products offered and additionally, attempt to uncover potential differences in communication with male and female customers. To fulfil these objectives, a specialized corpus was assembled, comprising product-related texts from nine brands grouped around three product types – sport shoes, body lotions along with creams, and luxury watches. The texts were subsequently analysed employing Halliday's Systemic Functional Grammar (SFG) as the analytical framework. Two types of meanings, experiential and selected interpersonal meanings, were analysed, with the former being the focus of the analysis and the latter playing a complementary role. In order to offer functional explanations for observed patterns, the findings were contextualised with brand identity information. Results indicate a close interconnection between the selection of experiential and interpersonal meanings and brand identity characteristics. Furthermore, the study identifies subgenres of the examined product-related texts as well as gender-specific communication strategies related to the presented brand image, the depiction of product's positive attribute and customer targeting. This thesis also outlines an observed gender targeting strategy related to the selection of subject persons and seeks to functionally interpret this finding.