

Abstract

The bachelor thesis examines the frequency and patterns of phraseology used in television commercials in correlation with the appearance of celebrities. To put the topic in context, the theoretical part first introduces television as a medium in the 21st century. It analyses the effects of television on the viewer, how television works, and basic concepts such as the target audience or the rating and share of programs. It introduces advertising, focused on television commercials, in which it looks at celebrity as an element of the credibility of the advertising message. It then completes the theoretical part by introducing phraseology, focusing on its linguistic specifics and the use of phraseology in commercials.

The practical part of the bachelor thesis presents a quantitative analysis of commercials aired on Czech television stations in the years 2010-2024 featuring celebrities. The analysis traces the correlation between the occurrence of celebrities and the attractiveness of advertising messages. Thus, its primary objective is to determine how much of the commercials feature phraseology alongside celebrities. It also offers these findings in sections of advertiser's business sectors. Beyond that, it examines for example the representation of the gender, field of work, or nationality of celebrities in commercials. The ambition of the paper is also to identify the most frequently used phrases in celebrity advertisements.