

Bachelor thesis is focused on evaluation of specific linguistic instruments – metaphor and personification in marketing communication. The first part deals with the rhetoric figures of speech from the linguistic point of view and their use in everyday speech as well as in advertising. The second part discusses real examples of metaphor and personification in advertisements and specifics of financial services communication. Further in the text there is an analysis of concrete Komerční banka's campaign "Bankovní produkty s lidskou tváří" in terms of use metaphors and personification. The aim of the last part is to evaluate effectiveness of that campaign.