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**Bakalářská práce**

**Use of English in Czech advertisement**

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**Bakalářská práce**

**Use of English in Czech advertisement**

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Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedené prameny a literaturu.

*Plzeň, květen 2020 .....*

Ráda bych poděkovala vedoucí mé práce PhDr. Evě Raisové za její cenné rady, doporučení a za její trpělivý, vstřícný přístup v průběhu konzultací. Ráda bych také poděkovala všem zúčastněným respondentům, kteří ochotně vyplnili dotazník.

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## 1. INTRODUCTION

This bachelor's thesis deals with the use of English in Czech advertisements. Its objective is to show both positive and negative effects of globalization, the influence of English on the Czech language and economy during history. The topic was chosen because of the increasing use and popularity of English in Czech society, and also as a result of my personal interest.

This thesis consists of a theoretical and a practical part. The theoretical part specializes in globalization and its influence over the dissemination of English into different spheres of the Czech language and economy. It deals with the history of both languages, the importance of English in the world and the view of Czech citizens on this global language. This part also specializes in Anglicisms, their division into periods accompanied by examples, as well as the opinion of Czech people of them. The mainstay of the theoretical part is also the familiarization with advertising and its efficiency, the importance of psychology and psychological methods in advertising, characteristics of the language and important characteristics of advertising, as well as different means of advertising.

The practical part consists of an analysis of advertisements with the aim to examine the use of the English language in Czech advertisements, as well as the use of colors, words, slogans, pictures and so on. What is more, this part also includes an analysis of my own questionnaire which was created in order to find out how the English language in many slogans, titles and advertisements is perceived by contemporary Czech population.

This thesis was written on the basis of various sources of which bibliographical references are listed in the closing part. These are mainly printed sources, electronic articles and my own research.



## 2. LANGUAGE AND GLOBALIZATION

### 2.1. Globalization

Globalization has existed for hundreds of years. For the very first time, the word globalization appeared in *Towards New Education*, a publication from 1952. However, the idea of globalization could be traced back to the fifteenth century, which was the time of development of trade and empire across Asia and in the Indian Ocean.<sup>1</sup>

Even though the right definition of globalization is not specified, common characteristics describe it as the development of an information technology, a commencement of multinational companies, an increasing economic dependence of countries and the liberalization of trade.<sup>2</sup> To sum up, the process of globalization influences the economic, social, political, industrial, ecological, informational but also language field.<sup>3</sup>

As far as changes in the language field are concerned, such terms as internationalization and nationalization should be mentioned as well. The term internationalization of language was used especially in lexicology, which means in vocabulary, word formation, loan words and so on. On the other hand, the term nationalization is associated with the preference of domestic expressions.<sup>4</sup>

Other terms that should be mentioned are language death and endangered languages which will be specified later. Thereafter, McDonaldization (the society accepts a lifestyle similar to the operation of fast-food restaurants), Americanization, also referred to as Coca-colonization (the globalization of American culture) or Westernization (a process whereby societies come under or adopt Western culture in areas such as industry, technology, politics, economics, etc.).<sup>5</sup>

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<sup>1</sup> Source: Acta academica karviniensia, *Globalization tendencies with respect to the language* [online]

<sup>2</sup> Source: Darius.cz, *Globální problémy* [online]

<sup>3</sup> Source: Acta academica karviniensia, *Globalization tendencies with respect to the language* [online]

<sup>4</sup> Ibid

<sup>5</sup> Source: Darius.cz, *Globální problémy* [online]

In terms of globalization, the alteration of languages is an effect of the change of communication needs of the society and individual speakers. This process consists of two parts - a linguistic part and a process of realization. By the linguistic part we understand innovation and promoting of current changes represents the process of realization.<sup>6</sup> *“The implementation of the process may be influenced by various factors, e.g. changing communication needs, positive assessment of a given expressional form that should be accepted into the domestic system.”*<sup>7</sup>

### **2.1.1. Language death and endangered languages**

For most of the world, language death represents something impossible and unimaginable. However, it is an inevitable part of globalization. It is caused by the death of the last native speaker of a certain language that has not been written down or taped. Another and more common way in which language dies is when native speakers become bilingual and they gradually adopt to the second language.<sup>8</sup> That is why the future of languages is based on practicality and on its economic position in the world.<sup>9</sup>

Linguists have been dealing with the issue of language death and endangered languages since the second half of 20th century. *“Although it is somewhat difficult to count languages and assess linguistic diversity exactly, it is estimated that 7,126 languages are spoken in the world today. According to other sources, there are 7,500 languages, exaggerated data indicate up to 10,000, even 20,000 languages.”*<sup>10</sup>

Despite the fact that the exact number of endangered languages is not known, scientists agree with the ongoing decrease in number of languages. However, the majority of analyses anticipates that 90 % of languages will disappear and will be replaced by global languages. These endangered languages are especially those from tropical Africa, North and South America, Asia and Russia.<sup>11</sup>

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<sup>6</sup> Source: Acta academica karviniensia, *Globalization tendencies with respect to the language* [online]

<sup>7</sup> Ibid, p. 26

<sup>8</sup> CRYSTAL, 2003

<sup>9</sup> GENZOR, 2015

<sup>10</sup> Ibid, p. 509

<sup>11</sup> Ibid

## 2.2. Language

People were concerned with the characteristics of languages already in antiquity. For example, the ancient Indians who were very talented as far as linguistics is concerned were interested rather in current functioning of the language than in its research. On the other hand, the position of the Greeks in relation to the language was basically philosophical.<sup>12</sup>

The person who is considered the founder of classical European grammar is Aristotle, the Greek philosopher. However, he was not the only Greek philosopher with a great influence. Plato, Apollonius Dyscolus and Dionysus should be mentioned as well. The Middle Ages, Renaissance and linguistic structuralism were also the periods of great development of languages.<sup>13</sup>

A language is a tool of communication. Because of the importance and the impact of this function on the evolution of the language, it is considered the oldest function of the language. All communication is based on an exchange of information by which we understand a simple order or an expression of emotions as well as more difficult complex of thoughts. However, the function of communication is not the only one. A language is associated with many more functions, for example with the emotional, representative, expressive or symbolic function. What is more, there is a case where all functions cease to be fulfilled except one and that is the symbolic function. This phenomenon has been known for a very long time. Hawaiian or Maori language, Latin as a language of religion as well as Ethiopian language are typical examples of this case. These languages lost their main functions and they were in danger of becoming a symbolic language.<sup>14</sup>

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<sup>12</sup> GENZOR, 2015

<sup>13</sup> Ibid

<sup>14</sup> Ibid

### 2.2.1. Origins of Czech language

The first form of the Czech language can be found far in the eighth century. This form is shown in proper names (nouns) and place names, however, the poor knowledge of pronunciation and graphical means of foreign scribes caused a large amount of deformations. As Latin and Latin chronicles developed, the number of new Czech words increased as a result of the growth of legal records and chronicles. The most significant chronicle is The Chronicle of Bohemia by Cosmas which dates back to the year 1125. Moreover, the first phrases started to appear as well.<sup>15</sup>

The top was reached in the fourteenth century during the reign of Charles IV. Owing to his policy, the Czech kingdom prospered, Prague, where he also founded a university, became the capital city of the Roman Empire, science and culture flourished, and the Czech language continued in its development. As a proof, the work by a lexicographer Klaret, summarizing the ancient Czech terminology and supplementing it with new terms, or a prose by Tomáš ze Štítného which analyses principles of Christianity, should be mentioned. Jan Hus and his literary and preaching activities also played an important role in the development of this language. As the time went, different periods of history influenced Czech and more and more diverse styles emerged. Just to name a few, technical and legal style in the fifteenth century, journalistic style in the second half of the nineteenth century, fictional style in the nineteenth century as well and more.<sup>16</sup>

The final form of the Czech language we know nowadays is impacted by a high number of foreign languages, especially by English. However, it is still one of the most advanced languages, it is capable to manage the evolution and all demanding requirements the current modern world brings. Thus, the situation of the Czech language can be evaluated as positive.<sup>17</sup>

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<sup>15</sup> KOMÁREK, 2012

<sup>16</sup> Ibid

<sup>17</sup> Ibid

## 2.2.2. English as a global language

*“The historical account traces the movement of English around the world, beginning with the pioneering voyages to the Americas, Asia, and the Antipodes. It was an expansion which continued with the nineteenth-century colonial developments in Africa and the South Pacific, and which took a significant further step when it was adopted as an official or semi-official language by many newly independent states in the mid twentieth century.”*<sup>18</sup>

As a result of this historical development, English is currently associated with the term global language. A language does not become a global language only because of the number of speakers. It is caused due to its language and economic, technological and cultural power. There cannot be any progress without a strong base and the international success of speakers. In the past, the term global language was also associated with Hebrew, Greek, Latin, Arabic and French. All these were and still are powerful languages, however, English still has come to the fore and has strengthened its position in the world. English also gained a great advantage due to British colonialism and political imperialism, that resulted into the growth of Britain that became the world's leading economic, industrial and trading country. What made the position of English even stronger was the growing population of the USA, that lead to its economic supremacy and changed the country into a superpower.<sup>19</sup>

Despite the success of English, its future cannot be predicted. Nobody expected Latin to be on the decline in the fourteenth century just as nobody expected the change of significance of French in the eighteenth century. On the other hand, the development can be predicted. In this case, what is really worth is the number of people who can speak English and the number of people who study English.<sup>20</sup>

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<sup>18</sup> CRYSTAL, 2003, p. 29

<sup>19</sup> Ibid

<sup>20</sup> HNÍZDO, 2012

### **2.2.3. View of Czechs on English language**

In the Czech Republic, the main interest in the English language appeared because of political changes in 1989. What is more, during this year, the first English community emerged in Prague. As the time went, this community increased to fifteen thousand members and it has become the ninth biggest group in the Czech Republic following the Czech, Slovakian, Ukrainian, Vietnamese, Russian, Polish, German and Romany community. The biggest concentration of the English community was especially in Prague.<sup>21</sup>

Because of these changes, the English language became the language which was taught as the first foreign language in the Czech education system in Prague and gradually in the whole Czech Republic. The only exception was the areas bordering on Germany and Austria where a large amount of people uses the opportunity of working in these countries. The English language progressively turned into the first foreign language in the Czech population, particularly among the members of the younger generation and people with higher education. (The middle-aged and older generation, whose knowledge of English is lower than in western Europe, is an exception.) It can be expected that English will become the first foreign language of the majority of Czech population. Nowadays, German still dominates but as far as younger generations and the population with higher education are concerned, English has already prevailed.<sup>22</sup>

### **2.2.4. English as communication and information tool**

Nevertheless, since the mid-1990s, the English language is an integral part of communication and information systems, especially in big cities and in tourist areas. The use of English differs in particular parts of the Czech Republic and its biggest competitors are the German language (in Český Krumlov) or the Russian language (in Karlovy Vary).<sup>23</sup>

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<sup>21</sup> HNÍZDO, 2012

<sup>22</sup> Ibid

<sup>23</sup> Ibid

English is an official language for the air transport and the military aviation as well. English signs can be seen in and on the means of public transport and taxis. It is used by state institutions, post offices, banks, authorities and by mobile operators. This language is also an integral part of our lives during shopping, cash withdrawals or in restaurants. A whole range of products for everyday life uses English writings.<sup>24</sup>

Culture is not an exception either. English is used in the film industry, theatres, operas, music, books, newspapers and also in magazines. Today's modern technologies allow us to use the internet, social media, radio and a whole range of TV programmes in English.

Despite the frequent use of the English language, which is important for international communication, Czech is not endangered because of its dominant position.

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<sup>24</sup> HNÍZDO, 2012

### 3. ANGLICISMS IN CZECH LANGUAGE

They are defined as words borrowed from English into a different language, in our case into Czech, or as words created on the basis of English. Lexical means, elements of all levels of language and at all levels of adaptation, taken from English, are called Anglicisms.<sup>25</sup> To borrow words from another language, no agreement has to be made. The language, representing the provider, has nothing to lose and most of the time, borrowings are rather spontaneous. The spread of words can be compared with the spread of thoughts. These thoughts often change depending on particular territory. This also applies to borrowed words. What is more, these changes are not immediate, it is a matter of time.<sup>26</sup>

To be able to use new Anglicisms, it is important to incorporate them and their functionality into the lexical system. The words that are borrowed the most are terms and slang expressions. They can move to a different part of vocabulary and as a consequence, they can be used in common communication. Due to the typological difference between English and Czech, the pronunciation, orthography or different kinds of aspects of Anglicisms are often transformed.<sup>27</sup> Phonemes, prosodic characteristics (e.g. accent), specific attributes of foreign orthography and punctuation, morphemes, phraseological connections, models of syntactic structure formation, genre patterns (e.g. CV) and ways of editing certain parts of linguistic statements (e.g. the Harvard system of bibliographic phrases) are also parts of the term borrowings.<sup>28</sup>

#### 3.1. Period of Anglicisms in Czech language

Anglicisms can be divided into periods which have their own characteristics. Despite the fact that some Anglicisms appeared in the nineteenth century, the biggest influx was noticed at the beginning of the twentieth century. As a result of bad knowledge of English, these borrowings were based mainly on sound form, however, some words were exceptions. Some great examples are words such as fotbal (football), kovboj (cowboy), puk (puck).

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<sup>25</sup> Source: CzechEncy, *ANGLICISMY V ČESKÉM LEXIKU* [online]

<sup>26</sup> GENZOR, 2015

<sup>27</sup> Source: CzechEncy, *ANGLICISMY V ČESKÉM LEXIKU* [online]

<sup>28</sup> GENZOR, 2015



The same form of borrowings was also incorporated into the Czech language after World War II.<sup>29</sup>

In contrast, words like “*hacker / haker, gamesa, aventura, kejb (keybord)*”<sup>30</sup> are borrowings based on written form rather than on sound form. As newer borrowings started to appear, English pronunciation got respected more and more, for example in the case of the words like “*trénink from training, mítink, měčbol*”.<sup>31</sup>

Some changes were made in the 1970s when the government did not support the influence of Anglicisms and the overall ideology of English speaking countries among young people. As a response, commonly used Anglicisms were replaced with Czech appellations, for example *párek v rohlíku* instead of *hot dog*, *házená* instead of *handbal* and *odbíjená* instead of *volejbal*, etc.<sup>32</sup>

A big income of anglicisms was also registered in the second half of the 1980s and at the beginning of the 1990s. This wave of Anglicisms continues up to now as a consequence of influence of the English language, the global language of today. Some of today’s most known anglicisms are especially from the field of mass media and economy.<sup>33</sup>

#### **Examples of Anglicisms classified into periods of origin:**

- The beginning of the twentieth century - “*foťbal (football), volejbal (volleyball), handbal (handball), gól (goal), gólman (goalkeeper), hokej (hockey), puk (puck), tramvaj (tramway), trolejbus (trolleybus), trampovat (tramp), svetr (sweater), klub (club), kovboj (cowboy)*”<sup>34</sup>
- After World War II. – “*nylonky [nilonki] / najlonky or kečup*”<sup>35</sup>

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<sup>29</sup> VIERECK, VIERECK, RAMISCH, 2005

<sup>30</sup> Ibid, p. 263

<sup>31</sup> Ibid, p. 264

<sup>32</sup> Ibid

<sup>33</sup> GENZOR, 2015

<sup>34</sup> VIERECK, VIERECK, RAMISCH, 2005, p. 263

<sup>35</sup> Ibid, p. 263

- 1970 – *shopping center* – “earlier *nákupní středisko*, *seafood* – *mořské plody*, *barbecue* - *grilování*, *zoom* - *přiblížit*, *deadline* – *lhůta*, *wellness* – *rekreace*, *top modelka* – *přední modelka*, *etc.*”<sup>36</sup>
- Since the end of the 1970 up to now - flash interview, newsroom, prime time, talk show, selfie, cash flow, diskont, image, babyboom, in-line, timing, gay, comeback, layout, etc.<sup>37</sup>

### 3.2. Opinions of Czechs of borrowings

As the Czech language developed, a period of indulgence towards borrowings converted into a period of protection of the Czech language against them because of the fear of loss of peculiarity of Czech. This period of protection can be also denoted as the period of purism which was based on the purification of our language.<sup>38</sup>

The first signs of purism appeared already in the fifteenth century as Jan Hus fought against the use of borrowings from the German language. In the seventeenth and eighteenth century, purism targeted Greek-Latin expressions. The period of Czech National revival is also associated with unwanted influx of German influence. However, the official influx of purism was noticed in the last third of the nineteenth century. From the turn of the nineteenth and twentieth century to the First World War, the period of protection abated. Only after the formation of the Czechoslovak Republic, purism started to focus on the exchange of Czech expressions in the fields where the German language dominated.<sup>39</sup>

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<sup>36</sup> Source: CzechEncy, *ANGLICISMY V ČESKÉM LEXIKU* [online]

<sup>37</sup> VIERECK, VIERECK, RAMISCH, 2005

<sup>38</sup> BAŇKO, 2016

<sup>39</sup> Ibid

Today's opinion of Czech citizens of the borrowings from foreign languages is shown in Dickins' sociological research from 2008. *“Approximately half of respondents (48 %) believe that the Czech language contains too many borrowed terms, while approximately 44 % consider their amount more or less adequate and similarly 47 % of respondents believe that foreign words deprive the Czech language, while 39 % believe that the Czech vocabulary is enriched with foreign language expressions.”*<sup>40</sup>

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<sup>40</sup> BAŇKO, 2016, p. 49

## **4. ADVERTISING**

Most people associate advertising with long TV commercials or with disturbing advertisements on the Internet. However, its right definition and real aim is unknown to most of them.

It can be defined in many ways, nevertheless, they all represent the same. Advertising is a form of communication between two parties, the provider of goods and services and the consumer, with the intention of sale. This marketing tool uses media as a way to reach the target audience. Some of the used media are for example TV and radio commercials, press advertising and advertisements. What cannot be forgotten is sales promotion, public relations, direct marketing, sponsorships, new media, but most importantly, social media.<sup>41</sup>

### **4.1. Efficiency of advertising**

Advertising should be able to define its aim that needs to be achieved. There are a lot more factors which exert influence upon the consumer and which make it impossible to set the accurate share of impact of the campaign. These factors include a change of price, the problems in distribution, an introduction of a new competitive product, etc.<sup>42</sup>

The right advertising should provide as much information as possible, have a positive, creative and efficient effect, aim at the target group, be properly timed and sufficiently disseminated among media.<sup>43</sup>

The attractiveness of advertising has an emotional effect on customers. They know what they like and dislike. The comprehension of advertising is important as well. This indicator is focused on a survey if the target group understood the advertisement and what this group's opinion of the promoted product is. It applies for example to beauty care, if these products are tested on animals, etc. Another important element is the credibility of advertising

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<sup>41</sup> ATKINSON, 2003

<sup>42</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>43</sup> Ibid

which means whether certain opinions and attitudes correspond with the interpretation of advertising or not.<sup>44</sup>

Despite the current transfer of advertising to social media, most brands still strive to create fresh ideas and promote their products and services for the most part through typical media.<sup>45</sup>

## **4.2. Origin of advertising**

Advertising has been with us for a long time. It came with the development of production and trade. The forms of advertising have changed a lot, however, its function is still the same. In antiquity and in the Middle Ages, the main characteristics of goods were used to promote them and to catch the customers' attention, either right in the streets in front of shops, on the marketplaces or on other places where there was a bigger number of potential customers. Not only different kinds of signs or notice boards were employed as methods of advertising, but also barkers played their huge role in this field.<sup>46</sup>

However, they were not the only sound means of advertising. For example, Chilean Indians used to announce the arrival of traders by drumming and in Bohemia, the beginnings and the ends of markets were announced by ringing. This method is used even nowadays, especially by the Family Frost company which sells ice-cream and frozen food and whose jingle is known in big cities as well as in smaller villages.<sup>47</sup>

The biggest changes in advertising were occurred when typography was invented. This way of mechanical duplication of text and pictures helped to create the first printed advertisements and posters.<sup>48</sup>

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<sup>44</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>45</sup> Ibid

<sup>46</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002

<sup>47</sup> Ibid

<sup>48</sup> Ibid

In the course of time, advertising has been developing more and more. The big turning point was the inception of advertising agencies in Britain at the beginning of the nineteenth century. Thus, advertising began to use more technical means and employ specialized workers. The nineteenth century also represents an expansion of posters. At the beginning, they were printed on sheets of paper, however, later they started to appear in newspapers and magazines.<sup>49</sup>

The twentieth century is characterized by a whole range of research and studies. At the beginning of this century, these studies were directed especially at attracting customer's attention which led to the creation of so called AIDA model (attention – interest – desire – action). In the rest of the 20<sup>th</sup> century, advertising experts concentrated on the studies and research of perception, emotional effects, promotion of products and psychology of advertising.<sup>50</sup>

As the world changes under the influence of globalization, today's approach is more complex, and the brand name holds an important position in advertising. Furthermore, the development of modern technologies plays a huge role in the world of advertising as well. However, what advertising will be like in the future is a question.<sup>51</sup>

### **4.3. Psychology of advertising**

Advertising is intended for a broad target group. To understand the psychological criteria, which make people search for particular advertisements and by which they get influenced, is a more complicated process. It depends on age, employment, place of residence and its population but also on lifestyle of the target group.<sup>52</sup> Gender, education, culture and character are other key criteria.<sup>53</sup> It is called the psychological typology.<sup>54</sup>

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<sup>49</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002

<sup>50</sup> Ibid

<sup>51</sup> Ibid

<sup>52</sup> Ibid

<sup>53</sup> KARLÍČEK A KOL., 2018

<sup>54</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002

This typology is connected with the temperament, personality and behavior of an individual person. The psychology of shopping behavior is an important feature of the psychological typology. An important role is also played by:

- habits, products, brands;
- brand loyalty, rational thinking;
- current mood, design of the packaging, scent;
- price;
- emotions.<sup>55</sup>

The present brings a large number of new customers who do not fulfil these features. These are mainly target groups such as children, elderly citizens, etc.<sup>56</sup>

#### **4.3.1. Types of psychological methods**

A psychological approach is an inseparable part of advertising, communication with a target group, market research, an effectiveness and promotion. It is important to reveal what happens with the human psyche. A lot of psychological methods can help.<sup>57</sup>

*“The basic division of methods in the practice of psychology of advertising has the following form:*

- *Questioning, including an interview, is the most common and mostly used method, which is based on the statement of consumers, customers and buyers.*
- *An observation focuses primarily on human behavior in the process of buying, consuming and perceiving advertising.*
- *An experiment actively enters into the investigated facts, influences the situation and examines the reactions of people in a natural or laboratory situation.*

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<sup>55</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002

<sup>56</sup> Ibid

<sup>57</sup> Ibid

- *An analysis of objective facts, for example an examination of the response to the publishing of advertising coupons in various newspaper and magazine titles.*<sup>58</sup>

#### **4.4. Language of advertising**

Advertising needs to meet a large amount of conditions to be able to convince customers. Different kinds of colors, pictures, sounds and especially words are used in high-quality advertising. As all these elements are important, the most powerful one is the language or, as mentioned earlier, the words.<sup>59</sup>

The language used in advertising should be mainly comprehensible. Another important characteristic is the choice and length of words. The shorter the advertised information is, the better and more powerful it is. The simplicity also applies to the choice of words. The best and most comprehensible words are well-known and often used so the potential customers comprehend it without any trouble.<sup>60</sup>

The use of description of product qualities is also an important characteristic. Words like “*big*” and “*first*” are perfect examples as they represent a straightforward appraisal. On the other hand, phrase “*Coca-Cola zero sugar*” contains the definition of product’s qualities as well as its indirect positive appraisal.<sup>61</sup>

A typeface and its size are other factors while creating high-quality advertising. Words should be legible and intelligible.<sup>62</sup> Some studies show that a bigger typeface is more likely to catch customer’s attention. The right choice of a typeface is significant for both the legibility and its effect on customers.<sup>63</sup> It is also substantiated that the combination of capital and small letters is the most appropriate one.<sup>64</sup>

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<sup>58</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002, p. 46

<sup>59</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>60</sup> Ibid

<sup>61</sup> Ibid

<sup>62</sup> Ibid

<sup>63</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002

<sup>64</sup> VYSEKALOVÁ a MIKEŠ, 2018



The wrong choice can affect customer's decision and it can raise negative feelings. Thus, the final version of the advertisement should be thought through and even though customers do not realize it, the creation of a comprehensible phrase or slogan is the key aspect for the success of the product, service or brand.

#### 4.4.1. Slogan

A slogan represents a short phrase emphasizing the key aspects of products, services and brands. They are often really easy to remember and their aim is to catch consumer's attention. Slogan creators also put emphasis on the possible association of the slogan and the promoted product, service or brand.<sup>65</sup>

A high-quality slogan should be short, powerful and it should provide as much information as possible. The famous slogan of one of the biggest American companies Intel Corporation: "*Intel Inside*" could work as great example. It has all the characteristics a high-quality slogan should have and the right use of words makes it even more powerful. As another great example, the slogan "*Today. Tomorrow. Toyota.*" by a popular Japanese automobile factory should be mentioned.<sup>66</sup>

A slogan creator should also pay attention to the rules that should be followed and that are mentioned above. In addition, a powerful slogan "*tries to captivate by rhymes or alliteration (repeating the same phone or a group of phones at the beginning of two or more neighboring words), rhythm, unusual association of words, uncommon comparison or unexpected naming, choosing unmissable context for presentation of the product, a shocking turn to the addressee, pun, bold use of well-known saying and a literary quote.*"<sup>67</sup>

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<sup>65</sup> SALEM, 2013

<sup>66</sup> Ibid

<sup>67</sup> GÖTTLICHOVÁ, 2017, p. 17

## **4.5. Media and advertising**

The right choice of the right medium is a necessity for a successful connection with the selected target group. This group needs enough information about the product, service and brand in the advertisement.<sup>68</sup> Individual media can also represent a kind of environment which can be perceived in different ways. As a consequence, a trustworthy source gives the impression of trustworthy information. In addition, the attractiveness of the source and the method of advertising are also important for winning customer's favour.<sup>69</sup>

Hence, different advertisements in different kinds of media has its advantages and disadvantages. Television, radio, billboards, newspapers, magazines and today's most popular, especially with the younger generation, social media are the most common ones.<sup>70</sup> Modern technologies bring new possibilities. What is more, today's generation prefers the internet, computers and direct online communication.

On the contrary, there is still a generation that prefers traditional media which include television, newspapers, magazines and radio. Thus, it is necessary to keep in mind which target group we have selected and choose the right medium accordingly.

### **4.5.1. Press advertising**

Press advertising means advertisements in newspapers, magazines, catalogues, yearbooks and so on. Its advantages are:

- a) newspapers are read by consumers through generations and social classes,
- b) the possibility to adapt to a specific magazine, newspaper, etc.
- c) a fast advertisement
- d) trustworthiness of magazines, newspapers, etc.

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<sup>68</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>69</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002

<sup>70</sup> VYSEKALOVÁ a MIKEŠ, 2018

- e) addressing of groups is regular
- f) quality of processing (especially in the case of magazines)

Its disadvantages are:

- a) a specific target group is approached
- b) overcrowding of press advertising, price disadvantages
- c) quality of advertisements (especially in the case of newspapers)
- d) communication with a publisher is necessary
- e) longer time of publication (especially in the case of monthly magazines) <sup>71</sup>

#### **4.5.2. Television advertising**

Television advertising affects multiple senses at the same time. Potential customers perceive noise, movements and colors. This type of advertising is better to accept. What is more, it is more personal. Television advertising affects a large number of people who represent potential customers. Additionally, the right time of broadcasting can positively influence the selected target group.<sup>72</sup>

On the other hand, the disadvantages of television advertising are limited time (commercial spots have to last 30 seconds maximum), the possibility of switching the channels over, a large amount of rival brands, products, services, and high expenses.<sup>73</sup> *“The price of an advertisement does not depend only on TV stations, but it differs in the time of broadcasting.”*<sup>74</sup> Another disadvantage is the need of complementing television advertising by advertisements in different kinds of medias.<sup>75</sup>

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<sup>71</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>72</sup> Ibid

<sup>73</sup> Ibid

<sup>74</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002, p. 129

<sup>75</sup> VYSEKALOVÁ a MIKEŠ, 2018

### 4.5.3. Radio advertising

Nowadays, there are a lot of various radio stations that focus on different target groups and can find their listeners almost everywhere, for example at home, in the shopping centers or in the car. Another advantage is that commercial spots can be integrated into the radio broadcasting and there is a possibility to make use of the experience and personality of the host.<sup>76</sup>

*“Unlike most of the advertising forms that contain both visual and verbal components, radio does not allow pictures or written messages, which is reflected in a reduced memory capacity. The absence of image or figurative elements by which promoters can increase their influence on recipients of advertising messages offers, on the other hand, an immense space for individual imagination. Thus, the listener may focus their attention on spoken word far more significantly than just listening to a television.”<sup>77</sup>*

A disadvantage of a radio broadcasting is a deteriorated attention of the listener who often listens to the radio in the background for example while driving, working or doing housework. Other disadvantages have already been mentioned in connection with other types of media. These cons include overcrowding or the possibility to switch radio stations over.<sup>78</sup>

### 4.5.4. Outside advertising

Outside advertising is represented by billboards, bulletin boards, street advertising, posters, commercial hot-air balloons and so on. These outdoor media give us the possibility to approach bigger groups of potential customers. This kind of advertising is very popular because of the lower price.<sup>79</sup>

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<sup>76</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>77</sup> GÖTTLICHOVÁ, 2017, p. 40

<sup>78</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>79</sup> Ibid

The biggest disadvantages are the limited time for perception, and the fact that people just pass these advertisements by as they rush to work or school. A purposeful and efficient advertisement is a necessity in this case. In addition, regulations and guidelines also play their role in outside advertising. Nowadays, they strictly define and limit the process of creation of an outside advertisement.<sup>80</sup>

#### **4.5.5. Internet advertising**

These days, the internet is very popular, specifically with the younger generation. Thus, the marketing communication with the selected target group is as important as in case of other media. The success of internet advertising depends on the effect of the online advertisement and the ability to attract customer's attention as well.<sup>81</sup>

The use of advertisements on the Internet is effective due to the potential promptness of their placement and the topicality of the promoted product, service or brand. It is necessary to choose the right sound, text, colour, photo or video. The capacity of an internet advertisement is unlimited and owing to the low price, there is the possibility to upload a higher number of advertisements. What is more, people can participate in the advertisement by sharing it, engaging in competitions, discussions or reviewing the promoted product, service or brand.<sup>82</sup>

On the other hand, a disadvantage of this medium is a big number of rival companies and their advertisements, trustworthiness or truthfulness. Creators' expert knowledge of graphic arts, technical skills and programming also play a key role in this field.<sup>83</sup>

#### **4.5.6. Social media advertising**

Social media advertising is one of the most modern ways to advertise products, services and brands. Their promoters can easily communicate with the selected target group as well as approach a bigger number of potential customers.

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<sup>80</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>81</sup> VYSEKALOVÁ a KOMÁRKOVÁ, 2002

<sup>82</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>83</sup> Ibid

The development of social media enables to discover new options of advertising. Nowadays, social media are full of so called influencers who have their own blogs or YouTube channels focusing on different topics, and they are followed by a high number of fans or followers. Thus, promoters have a bigger chance to approach more people with the same hobbies.<sup>84</sup>

To have free access to join social media could be mentioned not only as an advantage but also as a disadvantage. Users are able to react and review the promoted products, services or brands quickly and the reviews are not always positive. Furthermore, a misuse of personal data is quite frequent, the special software is more expensive, and a large quantity of advertisements on social media can be distractive. What is more, social media advertising is not appropriate for every product, service or brand. However, social media are on the increase and advertising is used more and more there.<sup>85</sup>

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<sup>84</sup> VYSEKALOVÁ a MIKEŠ, 2018

<sup>85</sup> Ibid

## **5. PRACTICAL PART**

### **5.1. Analysis of advertisements**

As mentioned in the theoretical part, to create an efficient advertisement, the promoter has to be able to meet a large number of conditions to interest a potential customer. The right choice of words, the length of phrases, the use of slogans, an appropriate typeface, colours, sounds or pictures.

In my analysis, all these characteristics are examined as well as the use of English in current Czech advertisements, in slogans and in other advertising messages as a result of globalization.

My analysis includes 10 different advertisements promoting 10 different brands. Most of them are well-known all around the world because of their iconic products, slogans, logos, colours or long history – Coca Cola, Pepsi, Axe, Philips, Magnum, Škoda and other car factories.

### 5.1.1. Coca Cola

Picture 1 – Coca Cola <sup>86</sup>



Coca Cola is a legend. The flavour of this beverage is created by top secret aromatic ingredients. Only two managers know them. The logo is composed of special “*Spencerian*” font. It is a formal handwriting and its origin dates back to the nineteenth century.<sup>87</sup>

The typical colours of Coca Cola are red and white. Red is conspicuous, it attracts customer’s attention and it represents power and energy. White represents purity and in the combination with blue in the background, it brings the feeling of refreshment.

The target group of this advertisement cannot be identified, however, love of Coca Cola arises at every age and it crosses boundaries. The text “*Vyhraj zájezd každý týden*” is also an important element. It represents a form of competition which effectively supports the sale.

Even though the Czech translation of the slogan “*Taste the feeling*” does not exist, the literal translation could be “*Ochutnej ten pocit*”. The connection of Coca Cola with day-to-day activities and emotions is the main aim of this company.

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<sup>86</sup> Source: Beverage & Gastronomy, *Coca-Cola vás zve na dovolenou snů* [online]

<sup>87</sup> SALEM, 2013



## 5.1.2. Škoda

Picture 2 – Škoda <sup>88</sup>



Škoda is the biggest car factory in the Czech Republic. Its newest logo, which was created in the second half of 2016, expresses company's approach to customers and their needs and it puts emphasis on its principles and heritage. The winged arrow and the company's name are the main symbols of Škoda. The combination of black and green colour symbolizes originality. What is more, black represents the hundred years' tradition of the company and the high quality of its products while green indicates friendliness to the environment.<sup>89</sup>

In this advertisement, the colour of the car is blue which is often used to express quality, beauty and purity. With the countryside in the background, the advertisement has a positive effect on customers.

The English slogan "*Simply clever*" was created in the 1920s and it has accompanied every car since then. It is simple yet effective and it represents simplicity and well-developed cars.<sup>90</sup>

The Czech short and comprehensible text, written in large block letters, gives us enough information about new Škoda Scala model and the overall processing of this advertisement fits and introduces its best qualities.

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<sup>88</sup> Source: MediaGuru, *Škoda kampaní uvádí na český trh model Scala* [online]

<sup>89</sup> Source: ŠKODA, *Historie loga Škoda* [online]

<sup>90</sup> Ibid

### 5.1.3. Pepsi

Picture 3 – Pepsi <sup>91</sup>



Pepsi is a carbonated beverage with cola flavor. An original formula has been popular with all generations all around the world for more than 100 years. The first logo of Pepsi was created in 1893, however, as the time went by, it has changed its image.<sup>92</sup> The logo of Pepsi represents the globe which is made of three colours. Red is used to catch customer's attention and it symbolizes power, energy and excitement. The white part expresses purity and in the combination with blue, it awakens a refreshing feeling. Blue is also often used in advertising to express quality. Orange in the background is the colour of warmth, sun and peace, black is the colour of expensive high-quality products.

This advertisement promotes the new mango flavor of Pepsi with the hashtag #fortheloveofit. A hashtag is an important internet and marketing tool used for communication or, in this case, to determine an online campaign. As Pepsi is loved all around the world, it is an international campaign, which is the reason why it is not translated into Czech.

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<sup>91</sup> Source: Facebook, *Pepsi CZ* [online]

<sup>92</sup> Source: PEPSI, *Produkty* [online]

## 5.1.4. Renault

Picture 4 – Renault <sup>93</sup>



Renault is a French brand, well-known all around the world. The aim of Renault is to make customer's life easier, so that they could live their lives to the full. That is also reflected in the slogan of this brand "*Passion for Life*". <sup>94</sup>

The typical colours are silver and yellow, accompanied by black block letters. Yellow represents prosperity and optimism, silver represents sophistication and creativity and black is the colour of quality. These colours, together with red, are also used in the advertisement. Red is conspicuous, attracts customer's attention and represents power and energy.

This advertisement was created for the purpose of promoting Renault Clio model and the special offer that comes with the purchase. Renault urges the customer to make use of the opportunity through a special price and free tires.

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<sup>93</sup> Source: Facebook, *Auto Centrum Jih 2000, a.s.* [online]

<sup>94</sup> Source: Groupe Renault, *About us* [online]

### 5.1.5. Peugeot

Picture 5 – Peugeot <sup>95</sup>



Peugeot is a French brand, the same as Renault. The logo of this brand is made of a silver lion and white block letters. The silver lion represents power, adaptability and speed.

“*Unboring the future*” is the name for their new international campaign focusing on the future of cars. The aim is to prepare customers for the new types of cars that are comfortable and full of modern technologies which take over the driving.<sup>96</sup>

One of the models from this campaign, new Peugeot 208, is promoted in this advertisement and it is its main aim. The colour of the car, used in this advertisement, is yellow. It is a colour of warmth and it catches customer’s attention.

<sup>95</sup> Source: Peugeot, *Nový Peugeot 208* [online]

<sup>96</sup> Source: Peugeot, *Inovace a Technologie* [online]

## 5.1.6. AXE

Picture 6 – AXE <sup>97</sup>



Axe is a cosmetic brand designed for men. The logo of this brand is used on all their products as well as in this advertisement. “*Find your magic*” is a slogan with the aim to support men’s confidence, to show them that they all have their magic, even though they are all different. Therefore, they offer a wide range of products which should suit every man. This message is also promoted in their international campaign labeled with the hashtag *#yougotsomething*. “*Máš to v sobě*” is the Czech translation of this campaign so that Czech customers could understand it.

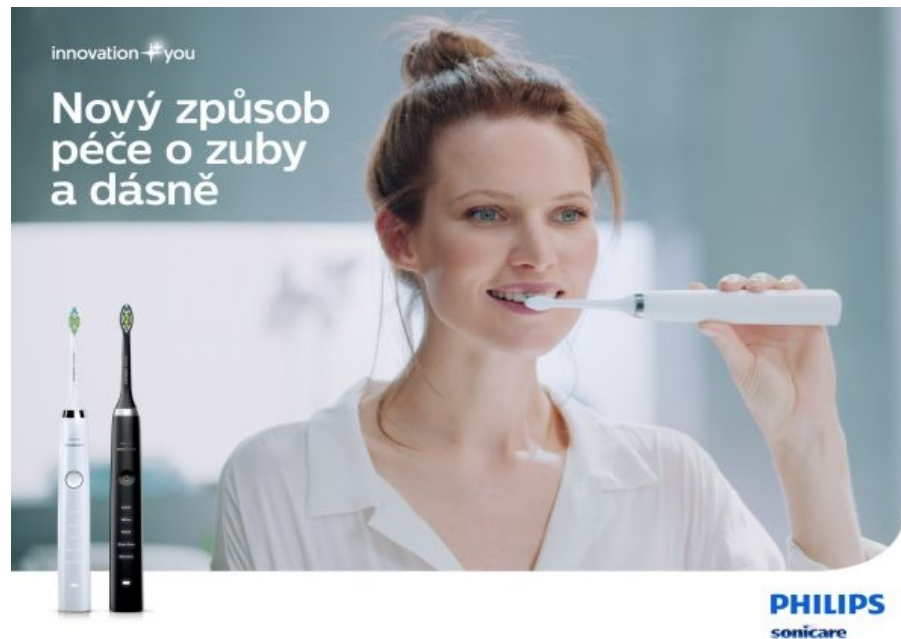
White letters represent cleanness and peace. On the other hand, yellow attracts customer’s attention and gives the impression of vitality, warmth and beauty. The black packaging is used to show high-quality. Grey, used as a background, also plays a big role. Sometimes, it can feel sad and dirty. However, with the right choice of other colours, but it creates a great contrast.

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<sup>97</sup> Source: Youtube, *AXE YOU a GoGO uvádí: Něco na těch nerdech je* [online]

### 5.1.7. Philips Sonicare

Picture 7 – Philips Sonicare <sup>98</sup>



Philips is a leading company focusing on healthcare and healthy living technologies. The biggest aims of this company are innovation and concentration on the approach to customers. Therefore, Philips chose the slogan “*innovation & you*” as a reminder of the goal to continue in investments in innovation. It believes that every innovation should be based on great research into customer’s needs and desires.<sup>99</sup>

Even though the logo of Philips is not demonstrated in this advertisement, it is known all around the world. It is made of a shield with stars and waves and what is more, its creation dates back to 1934. The stars represent the company’s role in industrial and global development and the waves the first global wireless communication platform.<sup>100</sup> The use of blue expresses quality, beauty and purity.

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<sup>98</sup> Národní galerie reklamy: *Philips Sonicare Nový způsob péče o zuby a dásně* [online]

<sup>99</sup> Source: Philips, *Inside the Philips Brand* [online]

<sup>100</sup> Ibid

This advertisement was created for the purpose of promoting the new way of taking care of people's teeth by using Philips Sonicare electronic toothbrushes. Light blue in the advertisement emphasizes the logo of Philips and validates the quality of its products. The quality is also represented by the colour of one of the promoted toothbrushes, which is black. In advertising, this colour is used to emphasize the sophistication and quality of a product. White represents purity and in combination with blue, it brings the feeling of refreshment.

## 5.1.8. Hyundai

Picture 8 – Hyundai <sup>101</sup>



Hyundai is a Korean make that was established in 1966 by a farmer and made Korea famous. The aim of this make is to achieve its goals and to be one step ahead of the competitive companies. Hyundai wants to develop new types of cars, to be specific, cars for the future. Therefore, the slogan is “New thinking. New possibilities.”. The logo should represent “H” for Hyundai but also two people who shake hands. Blue represents quality and beauty.

These colours are also used in the advertisement and in combination with white, it gives us the impression of refreshment. It is an advertisement for Hyundai i40 with a fuel-efficient motor.

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<sup>101</sup> Source: Oficiální stránky města Havířova, *Radniční listy* [online]



### 5.1.9. Magnum

Picture 9 – Magnum <sup>102</sup>



Magnum is a famous ice-cream brand with the aim to create ice-cream bars and tubs from high-quality ingredients. It is a part of the Algida brand, the global ice-cream manufacturer. Therefore, the logo of Algida is used in the logo of Magnum. The colour of the logo is gold which represents quality. This brand works with the Rainforest Alliance in order to process only responsibly sourced cocoa beans. Its fame is also caused because of its first-rate chocolate.<sup>103</sup>

This advertisement promotes an ice-cream tub characterized by its crunchy chocolate coating. This characteristic is also represented in the message of this advertisement, as well as in the hashtag *#MadeToBeBroken*. As already mentioned, hashtags are used in order to promote a campaign.

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<sup>102</sup> Source: Youtube, *Reklama - Magnum (CZ, 2018)* [online]

<sup>103</sup> Source: Unilever, *Naše značky* [online]

## 5.1.10. Mercedes-Benz vans

Picture 10 – Mercedes-Benz vans <sup>104</sup>



Mercedes-Benz is a world-famous car factory with a rich history. It is particular about its design, so it is easily identified. Its aim is to develop cars for the future. It combines long-term trends with new ideas to create the best result which is a comfortable, safe and technically perfect car.

The logo of Mercedes-Benz is made of a three-pointed star representing land, sea and air. The car factory did not use its name which only shows the popularity and great reputation.

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<sup>104</sup> Source: Facebook, *Mercedes-Benz Vans CZ* [online]

In this advertisement, Mercedes-Benz vans are promoted. These cars are usually used by companies or entrepreneurs. The aim of Mercedes-Benz is to ensure a smooth run of these businesses, provide a professional customer service and maximum mobility. This advertisement was probably used at the beginning of 2020 and its goal was to entice customers with upcoming innovations.

The colours used in this advertisement are blue and white. Blue is a deep fundamental colour used in advertisements for the representation of quality while white of snow expresses unreachability. The combination of these two colours evokes the feeling of excitement. It also affirms customers that Mercedes-Benz vans are made for difficult and challenging environment.

## **5.2. Result of analysis**

The results of my analysis show the effort of promoters to follow conditions and rules in order to succeed and to attract as many potential customers as possible. Keeping the original English slogans, names of collections or hashtags shows the normalization of use of the English language in Czech society and in the world of advertising.

My analysis also demonstrates the strategic use of colours, words and pictures in order to influence the customer positively. The most commonly used colours are blue and black which represent quality, red which attracts customer's attention and green as a symbol of nature and peace. What is more, the combination of blue and white is highly popular in advertising for its refreshing feeling.

In addition, promoters employ short comprehensible phrases in association with large block letters for the purpose of emphasizing the most important information. Logos and complementary texts are not always visible at the first sight, however, they comprise an inseparable part of every advertisement.

Overall, all brands created efficient and first-rate advertisements with all necessary characteristics and conditions. Their long and successful experience with creating and promoting definitely plays an essential role in this analysis.

### **5.3. Processing of questionnaire**

The aim of my bachelor thesis is to find out how the English language in a number of slogans, titles and advertisements is perceived by contemporary population. Whether the population understands the meaning of words in the English language, whether groups of phrases, which are typical of certain brands, are a sufficient guarantee for a higher demand for products, services or brands among customers and in what way the population perceives the certain advertisement.

My target groups represent a random selection across the age spectrum of population. The younger generation which, in my opinion, has a better command of English, the middle-aged and older generation. The respondents from my research come from the groups of friends, colleagues, but also from companies, where the knowledge of English is a necessity, and from people whose knowledge of language is unknown to me.

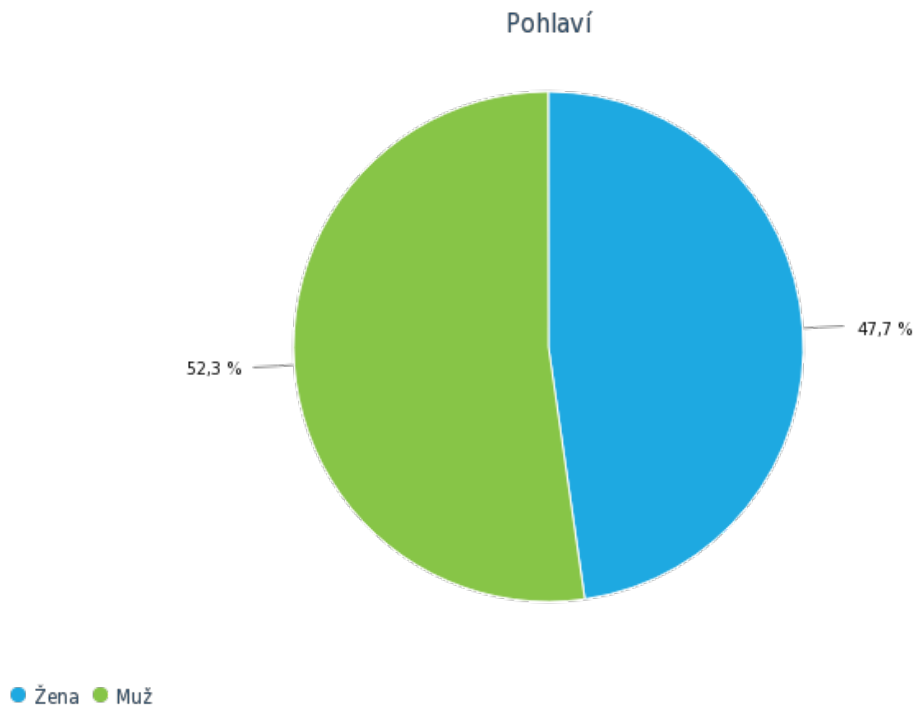
I decided for a questionnaire which consists of fifteen questions. The majority of them are based on the choice of predefined responses, however, a part of these questions is based on the necessity to respond with their own words.

This questionnaire was distributed through social media. Altogether, out of hundred questionnaires that were sent, eighty-eight returned. The results and processing of this research are based on the number of returned questionnaires. All responses are elaborated with graphical and verbal evaluations and they represent the result of my own processing. Moreover, some information concerning the age and knowledge of English was elaborated on the basis of detailed analysis of individual responses.

### 5.3.1. Question 1

What is your gender?

Picture 11 – What is your gender? <sup>105</sup>



As already mentioned, 88 respondents completed my questionnaire. Despite the fact that the ratio of men to women is divided almost into halves, men still have a superiority in numbers.

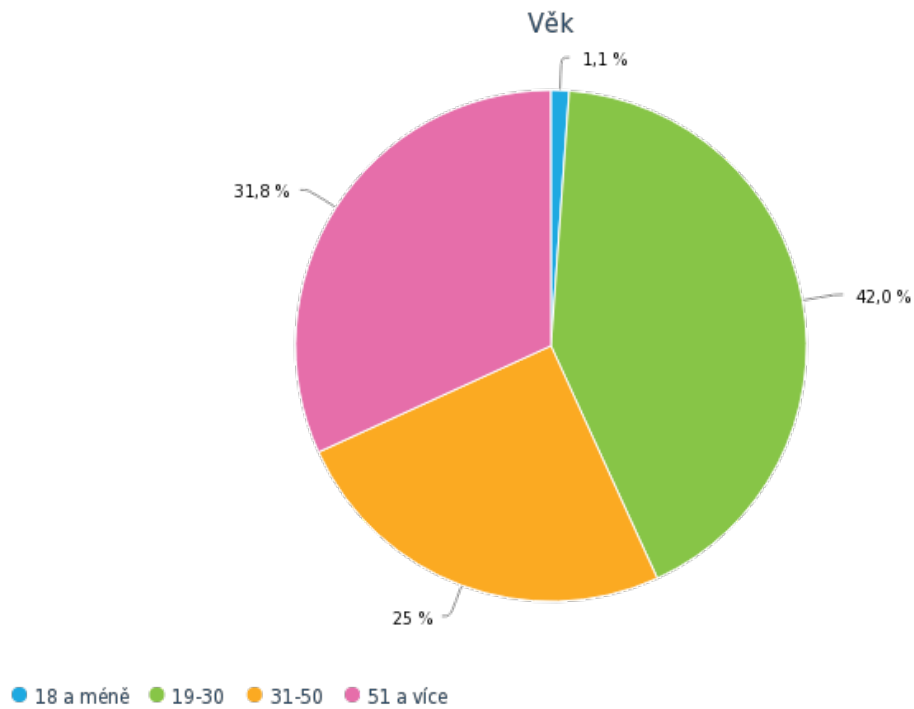
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<sup>105</sup> Source: own questionnaire

### 5.3.2. Question 2

How old are you?

Picture 12 – How old are you? <sup>106</sup>



In this questionnaire, the age groups of 19-30 and 51+ are most numerous. The difference between these two groups is manifested in following results of my research.

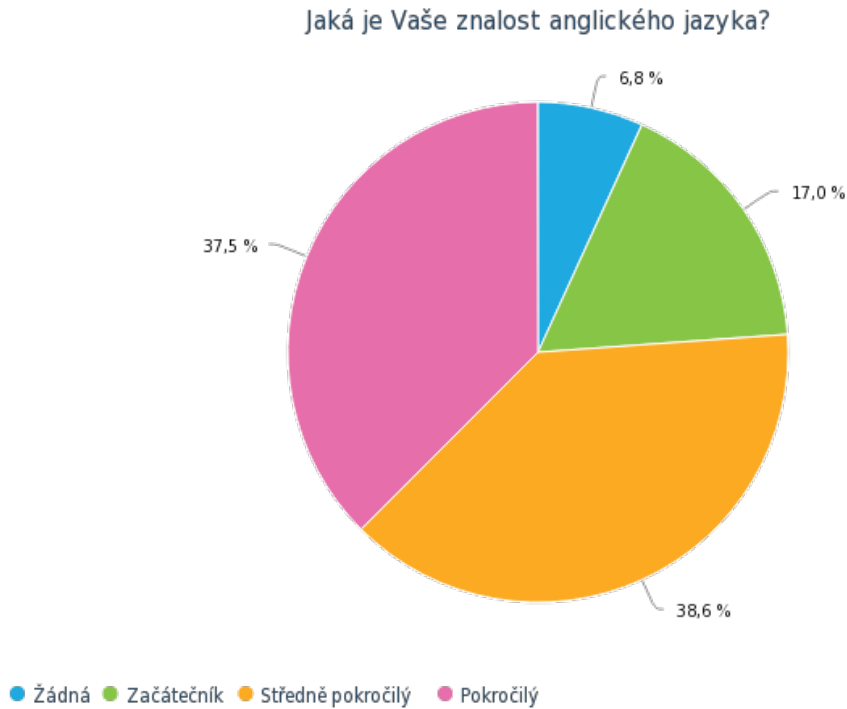
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<sup>106</sup> Source: own questionnaire

### 5.3.3. Question 3

What is your knowledge of the English language?

Picture 13 – What is your knowledge of the English language? <sup>107</sup>



The most common response was “*intermediate level*” which corresponds to the age group of 19-30. These respondents do not have as much knowledge of English as older groups. Older generations worked their way up especially at work, through language courses and self-development in their personal lives.

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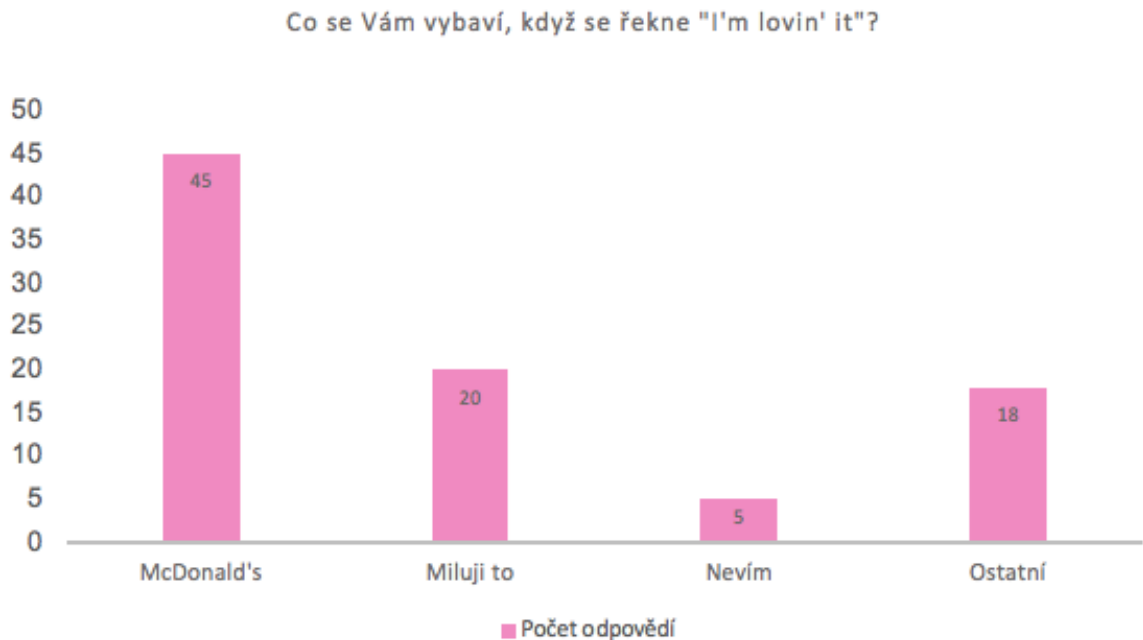
<sup>107</sup> Source: own questionnaire



### 5.3.4. Question 4

What comes to your mind when you hear “I’m lovin’ it”?

Picture 14 – What comes to your mind when you hear „I’m lovin’ it“? <sup>108</sup>



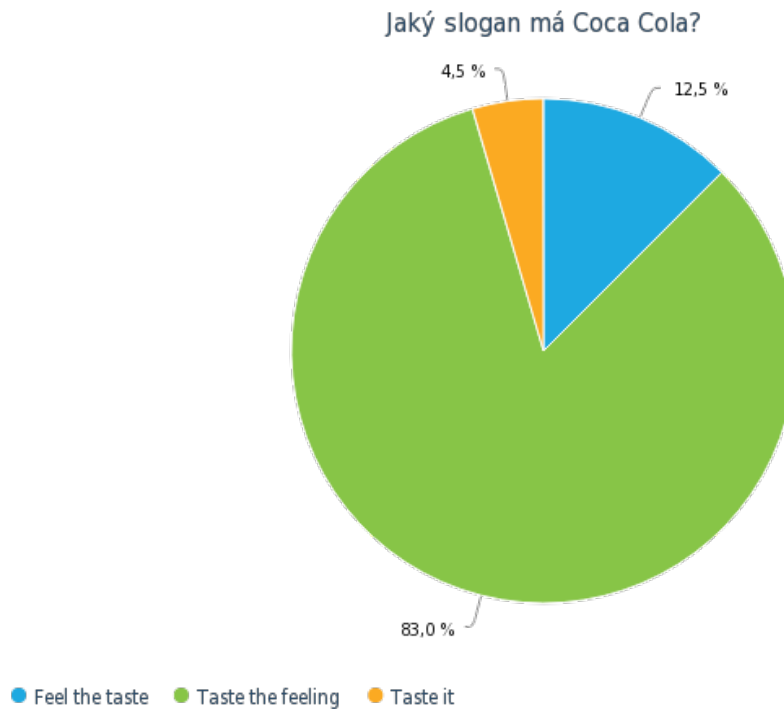
This question was based on the necessity to respond with their own words, however, only 45 respondents (51 %) wrote the right answer. Even though the well-known brand name was required, a part of respondents (23 %) wrote the literal translation “*Miluji to*”. Almost the same number of respondents (20 %) mentioned for example “*afektované klišé*” or “*život, žena, dobrá práce, přátelé, zážitky*”. What is more, some respondents (6 %) were not able to associate this phrase with anything at all.

<sup>108</sup> Source: own questionnaire

### 5.3.5. Question 5

What slogan does Coca Cola have?

Picture 15 – What slogan does Coca Cola have? <sup>109</sup>



The majority of respondents answered “*Taste the feeling*” which is the right response. This phrase is a perfect example of high-quality slogan, it is easy to remember and, as shown in the graph, most of the people are able to associate the slogan with its brand and with its popular beverage.

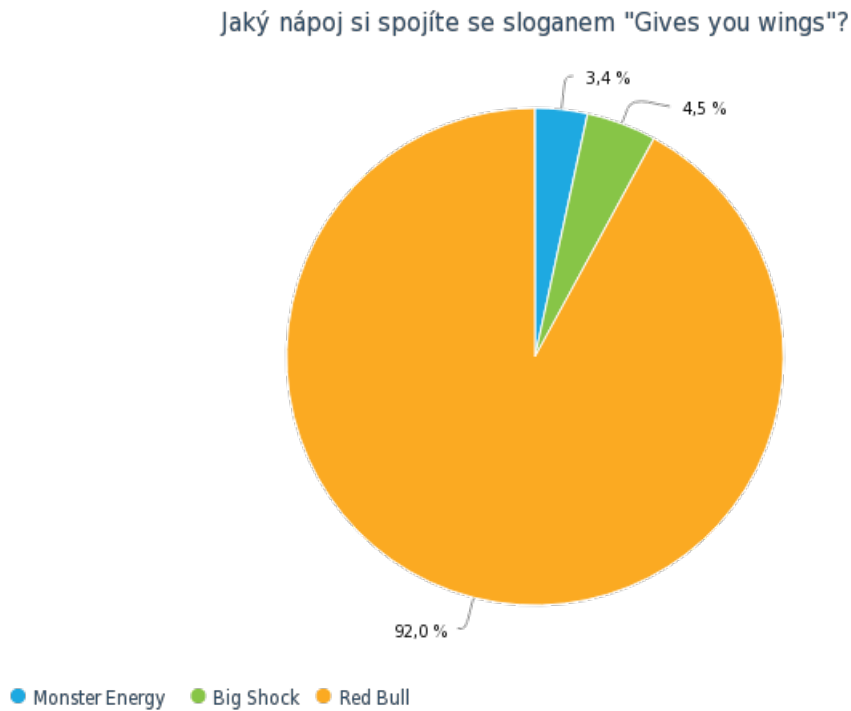
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<sup>109</sup> Source: own questionnaire

### 5.3.6. Question 6

What beverage do you associate with the slogan “Gives you wings”?

Picture 16 – What beverage do you associate with the slogan „Gives you wings“? <sup>110</sup>



The right answer was Red Bull and almost every respondent knew it. Red Bull is another brand with a very successful slogan and with all requirements a high-quality slogan should have. Only 8 % of respondents associated this phrase with another brand.

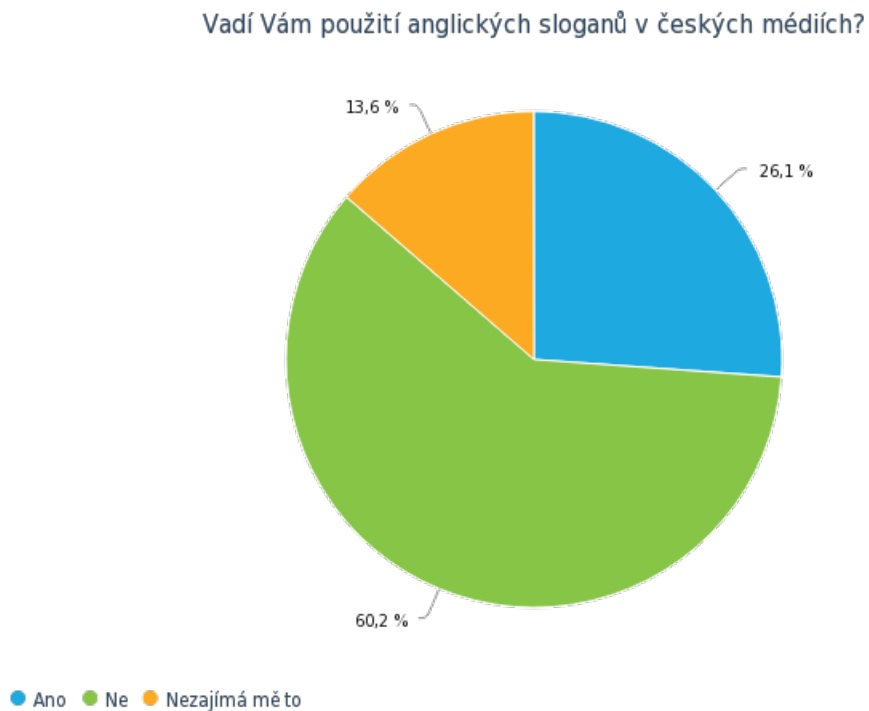
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<sup>110</sup> Source: own questionnaire

### 5.3.7. Question 7

Do you mind using of English slogans in Czech media?

Picture 17 – Do you mind using of English slogans in Czech media? <sup>111</sup>



As shown in the graph, 60,2 % of respondents do not mind using English slogans in Czech media. It shows the tolerance of Czech people who accepted the influence of the English language as a result of globalization.

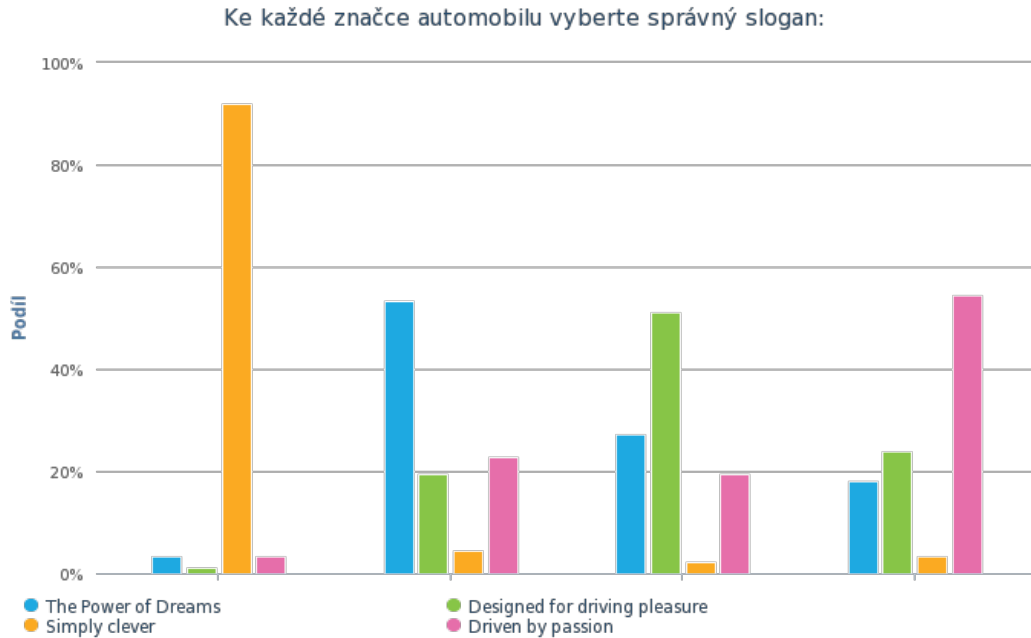
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<sup>111</sup> Source: own questionnaire

### 5.3.8. Question 8

Choose the right slogan for every car brand:

Picture 18 – Choose the right slogan for every car brand <sup>112</sup>



	<span style="color: blue;">●</span> The Power of Dreams	<span style="color: green;">●</span> Designed for driving pleasure	<span style="color: orange;">●</span> Simply clever	<span style="color: pink;">●</span> Driven by passion
<b>Škoda</b>	3	1	81	3
<b>Honda</b>	47	17	4	20
<b>BMW</b>	24	45	2	17
<b>Ford</b>	16	21	3	48

A car advertising is one of the catchiest, most popular, positively perceived and memorable kinds of advertising. Thus, most of my respondents chose the right answer.

The slogan “*Simply clever*” was rightly associated with Škoda. As one of the most popular car makes in the Czech Republic, the result was no surprise. Honda boasts of the slogan “*The Power of Dreams*” which was chosen by more than a half of the respondents. The same result applies to “*Designed for driving pleasure*”, a slogan known for BMW and “*Driven by passion*” for Ford.

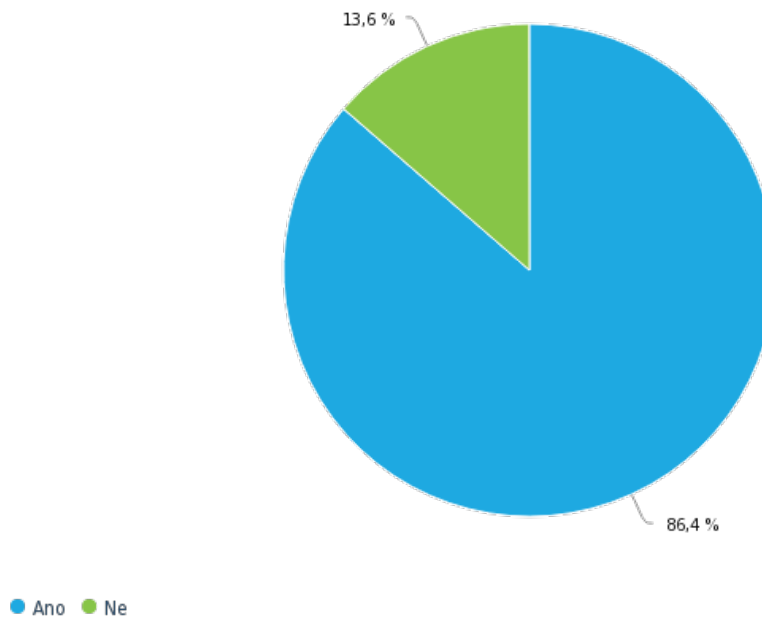
<sup>112</sup> Source: own questionnaire

### 5.3.9. Question 9

Do you understand the Snickers' slogan "You're not you when you're hungry"?

**Picture 19 – Do you understand the Snickers' slogan „You're not you when you're hungry“?** <sup>113</sup>

Rozumíte sloganu "You're not you when you're hungry" značky Snickers?



The knowledge of this slogan can be caused by the popularity of the brand. It is another great example of a high-quality slogan which is easy to remember. Even though some people are not consumers of this bar, they are able to associate it with its brand.

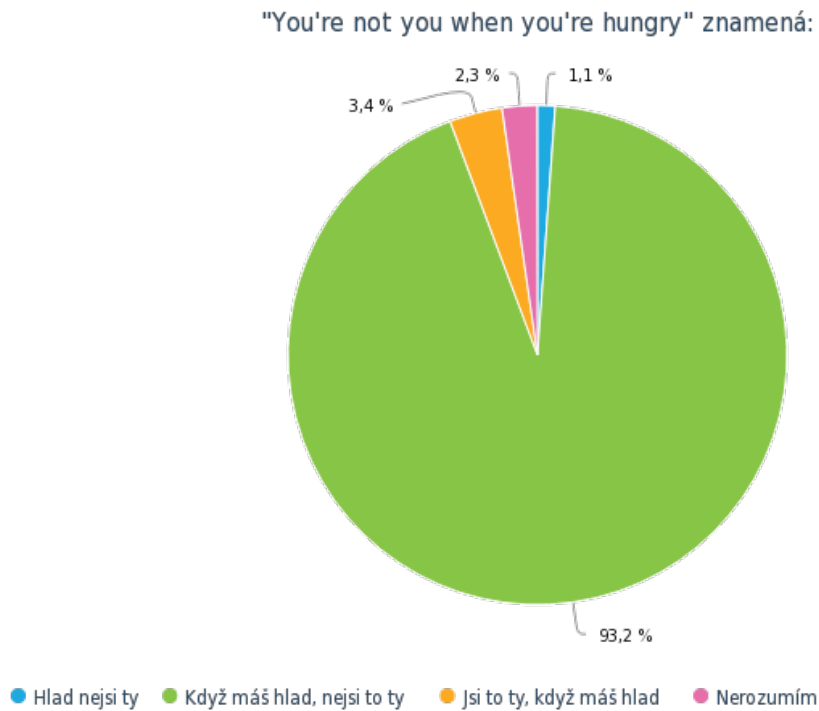
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<sup>113</sup> Source: own questionnaire

### 5.3.10. Question 10

“You’re not you when you’re hungry” means:

Picture 20 – „You’re not you when you’re hungry“ means <sup>114</sup>



The choice of the right answer “*Když máš hlad, nejsi to ty*” can be explained by of the respondents’ knowledge. The use of the Czech version in Czech media, as well as the popularity of this advertising should be taken into consideration.

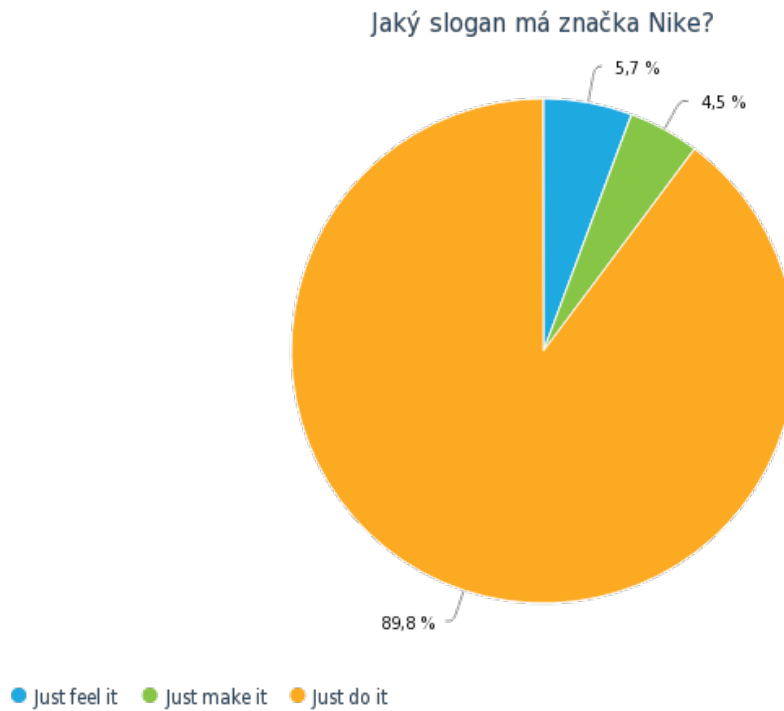
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<sup>114</sup> Source: own questionnaire

### 5.3.11. Question 11

What slogan does Nike have?

Picture 21 – What slogan does Nike have? <sup>115</sup>



Nike is a popular brand across all generations. The slogan “*Just do it*” is simple, yet effective. The promotion of this brand is very successful which could have an impact on the answers of most of my respondents.

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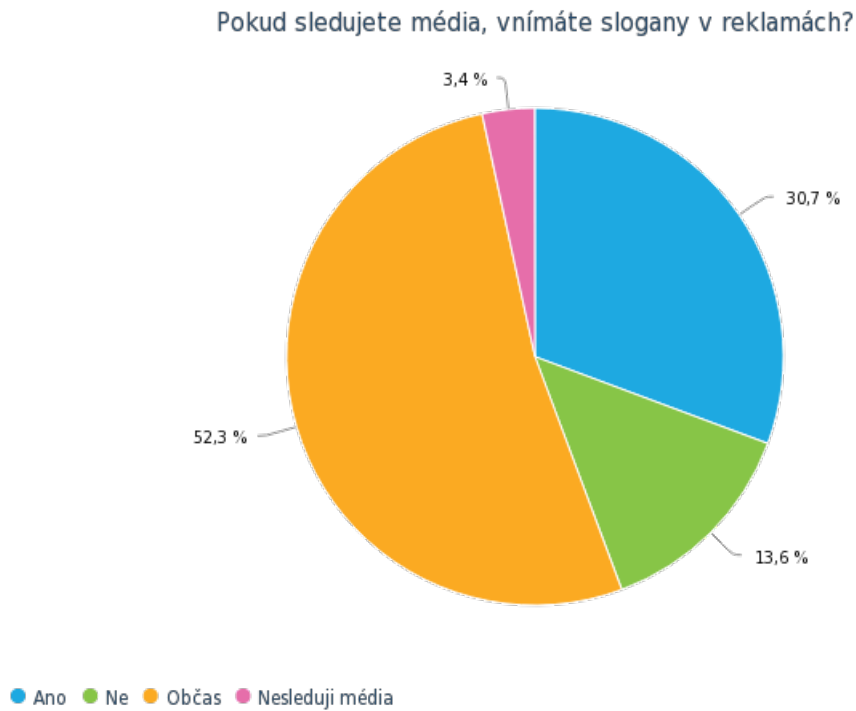
<sup>115</sup> Source: own questionnaire



### 5.3.12. Question 12

If you watch media, do you perceive slogans in advertisements?

Picture 22 – If you watch media, do you perceive slogans in advertisements? <sup>116</sup>



Even though the most common question was “*sometimes*”, people are still able to associate most of the slogans with certain brands only by listening and watching advertisements without perceiving them. It should be noted that the results show us the impressiveness of certain slogans and advertisements.

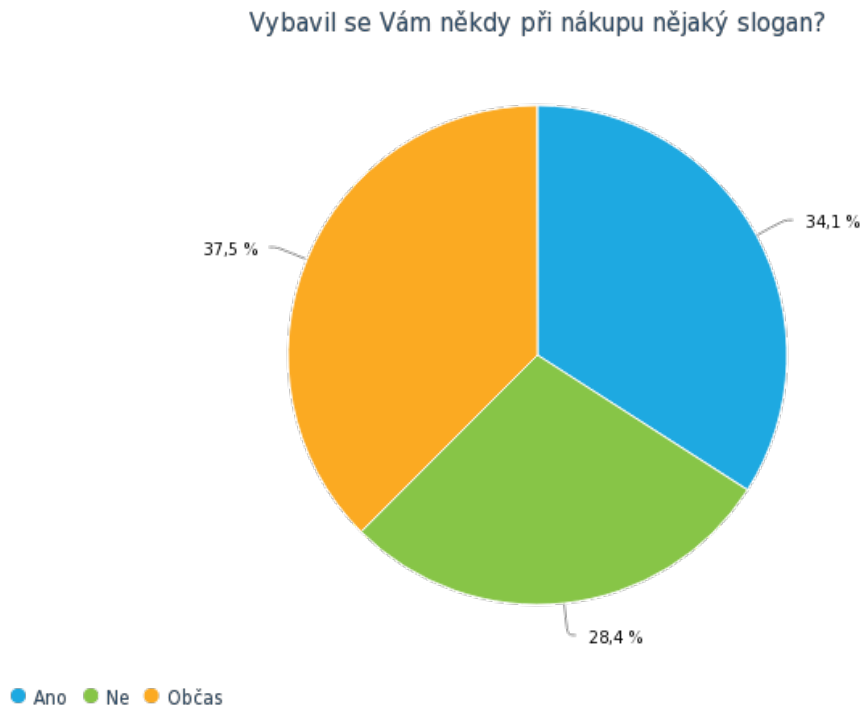
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<sup>116</sup> Source: own questionnaire

### 5.3.13. Question 13

Have you ever thought of a slogan when shopping?

Picture 23 – Have you ever thought of a slogan when shopping? <sup>117</sup>



The positive result of this question can be explained by the fact that an array of people is influenced by advertisements without even realizing it. The world of advertising belongs to people's everyday life and, as mentioned in the previous question, people are able to associate slogans with advertisements without perceiving them.

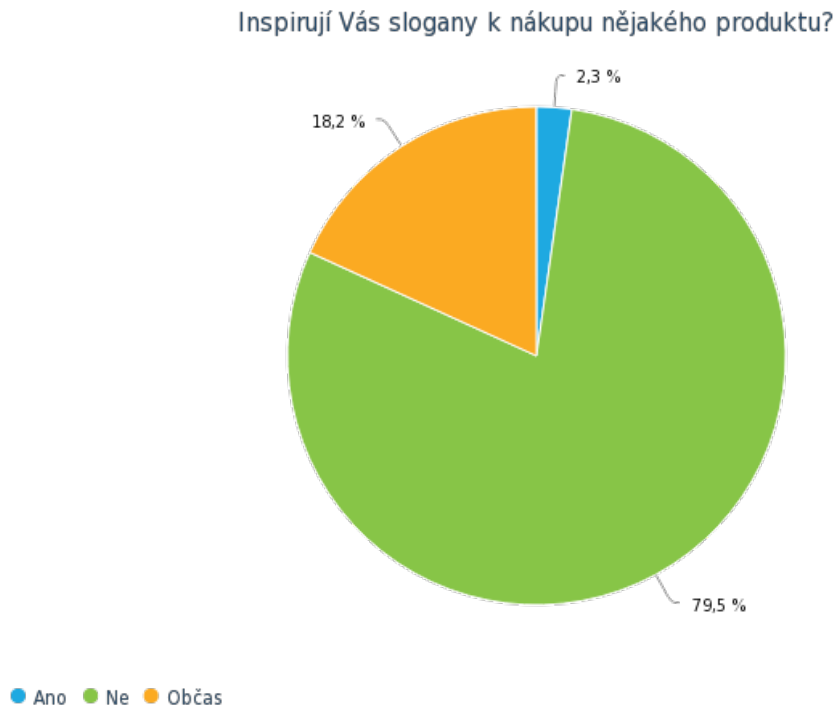
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<sup>117</sup> Source: own questionnaire

### 5.3.14. Question 14

Do slogans inspire you to buy a particular product?

Picture 24 – Do slogans inspire you to buy a particular product? <sup>118</sup>



As seen in the previous questions, people know and are able to associate slogans with certain brands and products without even realizing it. However, this graph shows the fact that not every promoted product, service or brand is attractive for every consumer. Some products can be too unhealthy or just unnecessary for certain people.

Another fact that should be taken into consideration is the target group. An advertisement focused on a mother with a newborn will not influence a university student to buy the promoted product, even though when it is conceived positively by both groups.

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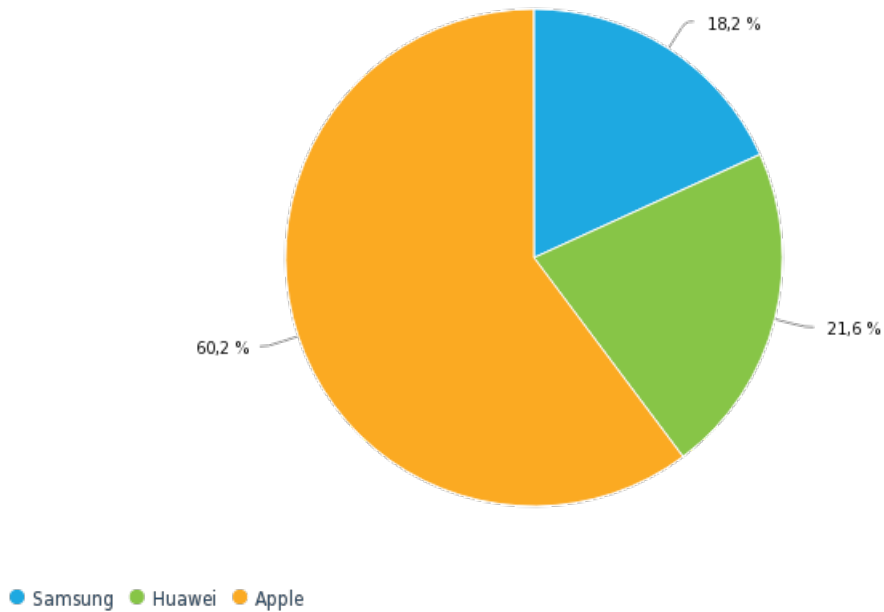
<sup>118</sup> Source: own questionnaire

### 5.3.15. Question 15

What brand do you associate the slogan “*Think different*” with?

Picture 25 – What brand do you associate the slogan „*Think different*“ with? <sup>119</sup>

S jakou značkou si spojíte slogan "Think different"?



Nowadays, Apple is one of the most popular brands across all generations, so the most positive result was not a surprise. “*Think different*” is another high-quality slogan that is easy to remember, and the majority of people are able to associate it with its well-known brand.

---

<sup>119</sup> Source: own questionnaire

#### **5.4. Analysis of results of questionnaire**

The results of my questionnaire show that advertisements and popular slogans are conceived by all age categories. Many brands are able to create high-quality advertisements. Catchy slogans, the right choice of music and colors are what attracts our attention and what influences us in every aspect.

The research showed that every age category is able to understand an advertisement in the English language and that a foreign language is not an obstacle. What is interesting is the age group of 19-30 which, according to my research, has the best knowledge of slogans. However, on the contrary, the group of 31-50 (25 % of respondents) has the best command of the English language.

According to my questionnaire, slogans of popular brands are conceived positively by all age categories, even though people are not TV maniacs. Advertising represents a big part of our everyday lives which accompanies us on our way to work or to school.

The questionnaire shows that many respondents know the slogans, however, they do not identify with their contents and do not use and consume the promoted products, services or brands. On the contrary, there are many slogans promoting famous brands (Nike, Škoda, BMW, etc.) which are highly popular among respondents. This fact could have an impact on the large number of right answers.

What is more, the knowledge of the English language and the ability to perceive and use it is for the younger generation, who has been learning English since the primary school, an absolute commonplace. In association with the knowledge and necessity of social media, this younger generation is several steps ahead to the middle-aged and older generation. However, these two generations are not falling behind, and they fully are aware that it is necessary to adapt to the era of modern technologies. A lot of respondents from the middle-aged and older generation proved perfect knowledge of the English language and ease which they were able to match the popular slogans with the products with.

Overall, I can say that Czech people like advertising, they conceive a lot of products, services and brands in a positive way and if the advertisements are clever and funny, their slogans can accompany many generations.

## 6. CONCLUSION

This bachelor's thesis deals with the use of English in Czech advertisements, the advertising in general, Anglicisms, but also with my own research and analysis of exemplary advertisements. Its aim was also to present both positive and negative results of globalization, the psychology of advertising and its methods, the language and media of advertising and the origin and development of the English and the Czech language during history.

As discussed in the theoretical part, globalization represents not only the development of technologies, economy and trade, but it also influences the language field. Unfortunately, the process of globalization causes death of some endangered languages which are then replaced by more common global language.

Nowadays, the position of the global language is taken by English as a result of the biggest economic and technological development, as well as the growth of Britain as the world's leading economic, industrial and trading country, accompanied by the growing population of the USA. Due to the position of English, it became an integral part of Czech communication and information systems, as well as a part of the Czech language because of the influx of Anglicisms during different periods of time.

The mainstay of the theoretical part is also a familiarization with advertising. Its objective was to describe the importance of attractiveness, an emotional effect and comprehension of advertising. Furthermore, the history of advertising was discussed, as well as how promoters need to focus on the psychological typology and psychological methods like questioning, an observation, an experiment or an analysis. How advertising needs to meet a large amount of conditions to be able to convince the customers, how slogans are an important part of an efficient advertising and how the right choice of the right medium is a necessity for a successful connection with the selected target group.

In the second part of the thesis, the practical part, different kinds of advertisements were analyzed for the purpose of a demonstration of the strategic use of colours, words and pictures. In addition, a questionnaire that showed great knowledge of the English language through all generations, as well as the knowledge of famous slogans and popularity of advertisements.

This thesis can be used as a basis for a future diploma or bachelor's thesis or it can help to understand the issue of advertising, globalization and its influence on languages.



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## **9. ABSTRACT**

This bachelor's thesis deals with the use of English in Czech advertisement. Its aim is to show both positive and negative effects of globalization and the influence of English on the Czech language, but also on the Czech economy during history. The theoretical part also deals with the history of English and Czech, the importance of English in the world and the view of Czech citizens on this global language. Moreover, this part specializes in Anglicisms, advertising, psychology and psychological methods and different means of advertising. The practical part of this thesis consists of an analysis of advertisements and through a questionnaire, it shows the perception of English in advertising and slogans by Czech society. The final part contains the overall summary and the list of all printed and internet sources.

## 10. RESUMÉ

Bakalářská práce se zabývá použitím anglického jazyka v české reklamě. Cílem této práce je tak představit pozitivní i negativní následky globalizace a vliv anglického jazyka na český jazyk, ale také na českou ekonomiku napříč historií. Teoretická část se, mimo hlavní témata, zabývá historií anglického a českého jazyka, postavením angličtiny ve světě a názorem české společnosti na tento globální jazyk. Dále řeší výskyt anglicismů v českém jazyce a také problematiku reklamy, psychologie a psychologických metod a médií, ve kterých se reklama objevuje. Praktická část této práce zkoumá jednotlivé příklady úspěšných reklam a skrze dotazník ukazuje vnímání angličtiny v reklamě a reklamních sloganů českou společností. Závěrečná část obsahuje celková shrnutí a seznam veškerých tištěných i internetových zdrojů.

## 11. APPENDICES

### 11.1. Questionnaire answer 1

Use of English in Czech advertisement

08.05.20 12:18

## Use of English in Czech advertisement

1

### Pohlaví

Vyberte jednu odpověď

- Žena  
 Muž

2

### Věk

Vyberte jednu odpověď

- 18 a méně  
 19-30  
 31-50  
 51 a více

3

### Jaká je Vaše znalost anglického jazyka?

Vyberte jednu odpověď

- Žádná  
 Začátečník  
 Středně pokročilý

[https://my.surveio.com/P0H1F0X2X9S2O3T7Y6T1/data/view\\_response?id=201139331&p=undefined](https://my.surveio.com/P0H1F0X2X9S2O3T7Y6T1/data/view_response?id=201139331&p=undefined)

Page 1 of 6





Pokročilý

4

**Co se Vám vybaví, když se řekne "I'm lovin' it"?**

Mc Donald's

5

**Jaký slogan má Coca Cola?***Vyberte jednu odpověď*

Feel the taste



Taste the feeling



Taste it

6

**Jaký nápoj si spojíte se sloganem "Gives you wings"?***Vyberte jednu odpověď*

Monster Energy



Big Shock



Red Bull

7

## Vadí Vám použití anglických sloganů v českých médiích?

Vyberte jednu odpověď

- Ano  
 Ne  
 Nezajímá mě to

8

## Ke každé značce automobilu vyberte správný slogan:

Vyberte jednu odpověď v každém řádku

	The Power of Dreams ▼	Designed for driving pleasure ▼	Simply clever ▼	Driven by passion ▼
Škoda	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Honda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
BMW	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ford	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9

## Rozumíte sloganu "You're not you when you're hungry" značky Snickers?

Vyberte jednu odpověď

- Ano  
 Ne

10

**"You're not you when you're hungry" znamená:***Vyberte jednu odpověď*

- Hlad nejsi ty
- Když máš hlad, nejsi to ty
- Jsi to ty, když máš hlad
- Nerozumím

11

**Jaký slogan má značka Nike?***Vyberte jednu odpověď*

- Just feel it
- Just make it
- Just do it

12

**Pokud sledujete média, vnímáte slogany v reklamách?***Vyberte jednu odpověď*

- Ano
- Ne
- Občas

Nesleduji média

13

### Vybavil se Vám někdy při nákupu nějaký slogan?

*Vyberte jednu odpověď*

- Ano  
 Ne  
 Občas

14

### Inspirují Vás slogany k nákupu nějakého produktu?

*Vyberte jednu odpověď*

- Ano  
 Ne  
 Občas

15

### S jakou značkou si spojíte slogan "Think different"?

*Vyberte jednu odpověď*

- Samsung  
 Huawei  
 Apple

## 11.2. Questionnaire answer 2

Use of English in Czech advertisement

08.05.20 12:24

# Use of English in Czech advertisement

1

### Pohlaví

*Vyberte jednu odpověď*

- Žena
- Muž

2

### Věk

*Vyberte jednu odpověď*

- 18 a méně
- 19-30
- 31-50
- 51 a více

3

### Jaká je Vaše znalost anglického jazyka?

*Vyberte jednu odpověď*

- Žádná
- Začátečník
- Středně pokročilý

[https://my.surveio.com/P0H1F0X2X9S2O3T7Y6T1/data/view\\_response?id=196457601&p=undefined](https://my.surveio.com/P0H1F0X2X9S2O3T7Y6T1/data/view_response?id=196457601&p=undefined)

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Pokročilý

4

**Co se Vám vybaví, když se řekne "I'm lovin' it"?**

Mám to rád, miluji to

5

**Jaký slogan má Coca Cola?**

*Vyberte jednu odpověď*

- Feel the taste  
 Taste the feeling  
 Taste it

6

**Jaký nápoj si spojíte se sloganem "Gives you wings"?**

*Vyberte jednu odpověď*

- Monster Energy  
 Big Shock  
 Red Bull

7

## Vadí Vám použití anglických sloganů v českých médiích?

Vyberte jednu odpověď

- Ano  
 Ne  
 Nezajímá mě to

8

## Ke každé značce automobilu vyberte správný slogan:

Vyberte jednu odpověď v každém řádku

	The Power of Dreams ▼	Designed for driving pleasure ▼	Simply clever ▼	Driven by passion ▼
Škoda	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Honda	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
BMW	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

9

## Rozumíte sloganu "You're not you when you're hungry" značky Snickers?

Vyberte jednu odpověď

- Ano  
 Ne

10

**"You're not you when you're hungry" znamená:***Vyberte jednu odpověď*

- Hlad nejsi ty
- Když máš hlad, nejsi to ty
- Jsi to ty, když máš hlad
- Nerozumím

11

**Jaký slogan má značka Nike?***Vyberte jednu odpověď*

- Just feel it
- Just make it
- Just do it

12

**Pokud sledujete média, vnímáte slogany v reklamách?***Vyberte jednu odpověď*

- Ano
- Ne
- Občas



Nesleduji média

13

### Vybavil se Vám někdy při nákupu nějaký slogan?

*Vyberte jednu odpověď*

- Ano
- Ne
- Občas

14

### Inspirují Vás slogany k nákupu nějakého produktu?

*Vyberte jednu odpověď*

- Ano
- Ne
- Občas

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### S jakou značkou si spojíte slogan "Think different"?

*Vyberte jednu odpověď*

- Samsung
- Huawei
- Apple

