

My diploma thesis deals with the analysis of advertising in Arabic media, in particular in Arabic TV stations, such as MBC1, MBC2 and Dubai One. It is based on structuring advertising with respect to content and aim of the statement, i. e. classifying advertising either as product advertisement, image advertising, or social advertising.

The thesis studies the advertising style in the fields of lexicology, morphology, and syntax; it however looks also at promotional strategy and persuasion methods.

Arabic TV stations broadcast advertisements intended for global promotion, as well as advertisements focusing on the Arabic world and its public. In these advertisements manifests, a range of specific features rooted in culture and religion appears.

The paper also deals with the issue of manipulation and deception in advertising, where they are used as one of the persuasion methods.

My diploma thesis is based on the stated literature, on advertisements themselves (particularly on TV), on web pages, and also on discussions with people working in advertising.

The thesis includes a DVD containing TV advertisements, which makes it possible for the reader to see for himself the advertisements which are being analyzed.