

Západočeská univerzita v Plzni

Fakulta filozofická

Bakalářská práce

**Comparative analysis of English language usage
on websites of two foreign supermarkets
operating in the Czech Republic with
commentary and glossary**

Michaela Pihrtová

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Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

Plzeň, duben 2018

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Poděkování

Na tomto místě bych ráda poděkovala vedoucímu mé bakalářské práce, panu Alok Kumarovi, M.A., za pomoc, rady a trpělivost při jejím zpracování.

Contents

1	INTRODUCTION	1
2	THEORETICAL PART	3
2.1	Retailing	3
2.1.1	Classification of retail	3
2.1.2	Retail formats	3
2.1.2.1	Supermarkets	4
2.1.2.2	Hypermarkets	5
2.1.2.3	Hard discounters	5
2.1.2.4	Department stores	6
2.1.3	Retailing on the Czech market	6
2.1.3.1	Key retail formats on the Czech market	7
2.1.4	Introduction of two foreign retailers operating on the Czech market	8
2.1.4.1	Tesco	8
2.1.4.1.1	Tesco in the Czech Republic	9
2.1.4.2	Marks and Spencer	10
2.1.4.2.1	Marks and Spencer in the Czech Republic	10
2.2	English Word Classes	11
2.2.1	Nouns	11
2.2.2	Adjectives	12
2.2.3	Verbs	12
3	PRACTICAL PART – LANGUAGE ANALYSIS	14
3.1	English language usage – grammatical aspects	14
3.1.1	Imperative	14
3.1.1.1	Basic Grammar Identification	14
3.1.1.2	Its purpose on the websites of Tesco and M&S	15
3.1.2	Interrogative sentences	19
3.1.2.1	Basic Grammar Identification	19
3.1.2.2	Their purpose on the website of Tesco and M&S	20
3.1.3	Ellipsis	23
3.1.3.1	Basic Grammar Identification	23
3.1.3.2	Its purpose on the website of Tesco and M&S	23
3.1.4	Passive voice	25
3.1.4.1	Basic Grammar Identification	25

3.1.4.2	Its purpose on the website of Tesco and M&S.....	26
3.2	English language usage – Vocabulary.....	29
3.2.1	Vocabulary in “Offers” Section.....	29
3.2.2	Vocabulary in “About Us” Section	31
4	COMMENTARY	32
4.1	Commentary – Grammar Usage on the websites.....	32
4.2	Commentary - Vocabulary Usage on the websites.....	34
5	GLOSSARY	36
5.1	Adjectives	36
5.2	Nouns	36
5.3	Verbs.....	38
5.4	Collocations.....	39
6	CONCLUSION	40
7	RESUMÉ	41
8	ABSTRACT.....	42
9	REFERENCES.....	43
9.1	Printed Sources.....	43
9.2	Internet Sources.....	43

1 Introduction

As the title suggests, this bachelor thesis deals with the topic of retailing in the Czech Republic with focus on the retail format of supermarkets and its aim is to analyse the English language usage on the website of two foreign supermarkets operating on the Czech market.

The author of this thesis regards retail as a part of everyday lives of all people in the Czech Republic. It is claimed that expenses in this particular field have been constantly growing over years. Presently, there is a great number of foreigners living in the Czech Republic who use the service of the local supermarkets on a daily basis. The topic was chosen on the basis of the author's interest in English language as a whole, moreover the author was interested in how the foreign supermarkets operating here use the English language to approach the foreign shoppers living in this republic.

There are three retailers in the Czech Republic who operate the supermarket format of retail stores, namely Albert, Billa and Tesco. The original choice of the author was to focus on the retailers Tesco and Albert, as they both had their websites translated into the English language. However, the Internet is known as a medium which is being updated and changed constantly and this feature has significantly affected the topic of this bachelor thesis. As the retailer Albert has revised its website and restricted the translation of its website to the home page only, which led to a situation of not having enough data to research. In addition, Billa has not translated its website into any language so far. Under given circumstances, the author was forced to choose another retailer, thus one of the two retailers researched does not belong to the supermarket format. Before the actual research it was discovered that the only one retailer provided English translations on its website for which is Marks and Spencer, therefore the author chose this one to discuss the thesis findings.

The thesis itself is divided into two main parts: theoretical and practical. The theoretical part is arranged in two main subchapters and is dedicated to the subject of retailing and the word classes in English. The first subchapter is concerned with retailing as a general term, it gives brief information about

retailing in the Czech market and finally the two chosen retailers are introduced and their current position in the Czech market is described. As far as the sources for this part of the thesis are concerned, the author used printed sources dealing with the general description of the topic of retail. The second subchapter deals with word classes in the English language, specifically three main word classes which are nouns, adjectives and verbs.

The goal of the practical part is to find out which language aspects and vocabulary are common on both the retailers' websites and whether there are any differences in their usage. The practical part is comprised of the research results together with the author's commentary and glossary. As the English language covers a huge number of grammatical phenomena and the length of this thesis is limited, the author chose only four of them based on their frequency of occurrence on such retailers' websites. Examples of each grammatical phenomenon are stated in the practical part, the phenomena on both the websites is compared and the findings regarding similarities and differences are presented in the commentary which follows the analysis part.

As for the vocabulary usage, two sections of the websites are chosen by both the retailers, the research deals with nouns, adjectives and verbs. The objective is to discover which words commonly and repeatedly appear on the websites of retailers. The words are written and consequently commented in the commentary part. In conclusion, words that are found on the websites and relate to the topic of retailing are given together with their explanations within a glossary.

2 Theoretical part

2.1 Retailing

Retailing is found among all industries in the world and is one of the largest. (Zentes, Morschett, & Schramm-Klein, 2011). It is the process of selling goods to the ultimate consumer. This does not generally involve any transformation of the goods. The companies that are involved in retail trade purchase products from wholesale or manufacturers and subsequently sell those goods to consumers for “personal, family or household use”. (Cox & Brittain, 2004) The process of purchasing goods for „business and industrial use“ (Cox & Brittain, 2004) is not considered retailing. Not only trading products but also providing services such as „a haircut or dry cleaning“ (Cox & Brittain, 2004) is regarded as retailing. The retail sector is considered to be of a great importance because retail stores are the „final link in the chain of production“. (Cox & Brittain, 2004) Retail stores enable consumers to buy manufactured products. (Zentes, Morschett, & Schramm-Klein, 2011) Moreover, retail stores serve as a crucial point where the value-added tax (VAT) is collected. (Cox & Brittain, 2004)

2.1.1 Classification of retail

Basically, retail can be divided in two main categories – food and non-food retail. Food retailers focus primarily on groceries, however, they also offer fast moving consumer goods such as detergents or cosmetics. Food retail is claimed to be the most concentrated industry in a market. „According to the market research company *Planet Retail*, the top five food retailers account for more than 55% of the market in the UK; in German and France, it is even above 70%.“ (Zentes, Morschett, & Schramm-Klein, 2011)

2.1.2 Retail formats

Retail format is described as “specific configurations of the retail marketing mix that are maintained consistently over time”. (Zentes, Morschett,

& Schramm-Klein, 2011) Various retail formats can be described by a size of a store (selling space), a location of a store, a type of store design and atmosphere, merchandise that is sold in a store, pricing policy, additional service provided in a store, etc. (Zentes, Morschett, & Schramm-Klein, 2011)

Based on the size of outlets, it is possible to classify retailers into supermarkets and hypermarkets, superstores, convenience stores and hard discounters. (Zentes, Morschett, & Schramm-Klein, 2011)

There has also been a rapid growth of e-tailing. E-tailing represents selling goods or services by means of the internet or “other online system”. (Cox & Brittain, 2004)

The retailer Tesco, whose web site will be analyzed within this bachelor thesis, belongs to the retail format of supermarkets, thus in the following chapters, this retail format will be described. In addition, the other most common retail formats appearing on the Czech market (hypermarkets and hard discounters) will be briefly characterized in order to show the contrast between them and the supermarket format. As the retailer Marks and Spencer belong to neither of these retail formats, the category of department stores will be introduced as well.

2.1.2.1 Supermarkets

The retail format of supermarkets has played an important role in grocery shopping for several decades. (Zentes, Morschett, & Schramm-Klein, 2011)

Supermarkets are characterized as “self-service stores” (Zentes, Morschett, & Schramm-Klein, 2011) that provide an extensive amount of food items. Apart from food assortment, supermarkets trade in the non-food assortment. However, the share of these goods offered in supermarkets is limited to only between 10% and 25% of the total merchandise. The overall number of units kept in stock ranges from 20,000 to 30,000, including manufacturer as well as store brands. The range of assortment offered in supermarkets is wide and deep. (Zentes, Morschett, & Schramm-Klein, 2011)

The size of this retail format covers approximately between 400 sq. m. and 2,500 sq. m. (Skála, Drahovský, & Hájek, 2008) Supermarkets usually occur in city or neighbourhood locations. (Zentes, Morschett, & Schramm-Klein, 2011)

The significant companies operating in the field of supermarket retailers in Europe are, for instance, Sainsbury's, EDEKA, REWE. (Zentes, Morschett, & Schramm-Klein, 2011)

2.1.2.2 Hypermarkets

Hypermarket stores provide a wide range of both food and non-food assortment, therefore they are regarded as "one-stop-shopping opportunities". (Zentes, Morschett, & Schramm-Klein, 2011) The number of units offered in hypermarkets amounts to 40,000 at least, however, can reach up to 150,000.

The selling space in hypermarkets is commonly between 2,500 sq.m. and 5,000 sq. m. large, occasionally they can exceed. (Skála, Drahovský, & Hájek, 2008) In contrast to supermarkets, hypermarket stores are usually situated in isolated spots, they are embodied in shopping centres or they stand close to shopping centres. In addition, extensive parking facilities are available near hypermarket stores. (Zentes, Morschett, & Schramm-Klein, 2011) Furthermore, hypermarkets occasionally provide petrol stations adjacent to their stores or car parks with often lower price than at ordinary petrol stations.

2.1.2.3 Hard discounters

The characteristic feature of this retail format is to focus on selling goods for the lowest possible prices. Unlike the two previously mentioned retail formats, hard discounters provide only a limited number of food assortment consisting largely store brands. (Zentes, Morschett, & Schramm-Klein, 2011) Besides, hard discounters offer a selection of general merchandise which is changed on a regular basis (usually weekly) and is sold at budget prices. (Zentes, Morschett, & Schramm-Klein, 2011) The maximum amount of units offered in a store is 1,500. (Zentes, Morschett, & Schramm-Klein, 2011)

Hard discounters feature the selling space of 400 up to 1,000 sq. m. (Skála, Drahovský, & Hájek, 2008)

The German companies Aldi and Lidl belong to a group of successful hard discounters on a global scale. (Zentes, Morschett, & Schramm-Klein, 2011)

2.1.2.4 Department stores

A department store is a large retail format that offers a wide range of assortment “under one roof” (Zentes, Morschett, & Schramm-Klein, 2011) usually separated into individual departments. The merchandise may also be offered on several floors. The assortment sold by department stores is varied ranging from clothes and accessories, home appliances and furnishing to sporting goods or consumer electronics. (Zentes, Morschett, & Schramm-Klein, 2011)

Compared to previously mentioned formats, department stores provide their merchandise at relatively high prices. (Cox & Brittain, 2004)

2.1.3 Retailing on the Czech market

There is a noticeable growth in the amount of money that Czech consumers spend in retail stores. It has been reported that the expenditures of Czech consumers increased by 3.7% during 2016. According to the GfK company, consumers go shopping to retail stores less frequently, on the other hand, the number of items bought within one purchase has been rising. The trend in the choice of products consumers buy has also changed. Instead of budget-priced goods, consumers tend to purchase items of a higher quality as well as higher price. (Maloobchod v Česku se veze na vlně růstu, 2017) “In 2017, the share of the goods sold in special offers dropped for the very first time on the Czech market. It amounts to 46% regarding fast-moving consumer goods, which is, however, still the highest figure among European countries.” (Maloobchod v Česku se veze na vlně růstu, 2017)

When choosing a retail store to shop in, Czech customers decide based on the following factors:

- outlet location
- range of assortment provided
- special offers
- prices
- quality and freshness of the merchandise

(Maloobchod v Česku se veze na vlně růstu, 2017)

2.1.3.1 Key retail formats on the Czech market

The position of retail formats mentioned in chapter two on the Czech market will be described in this chapter, including several their outlets and customer preferences.

The study Supermarket, Diskont & Hypermarket by GfK Czech states that the retail format of supermarkets is represented by 740 outlets and 507,000 sq.m. of the total selling space in the Czech Republic. The leading supermarket operators on the Czech market are Albert, Billa and Tesco. Their outlets are mostly located in the Prague region. (Počet prodejen potravinářských řetězců v České republice se v loňském roce navýšil o 21 prodejen, 2017) This retail format maintains a stable position in the preferences of Czech consumers. 16% of shoppers regard supermarkets as their major purchase place. The customers mostly value the accessibility of outlets. Tesco supermarkets attract their customers by favourable prices and customer loyalty program. By the Albert supermarkets, purchasers appreciate special offers, while Billa is popular with consumers due to its quality and fresh goods. (Hypermarkety opět posílily svou pozici na českém trhu s rychloobrátkovým zbožím, 2017)

As far as the number of outlets is concerned, discount stores take the second place on the Czech market with 659 stores and 497,000 sq.m. of total

selling space. Discount retail chains operating here are COOP Diskont, Lidl, Norma and Penny Market. They are concentrated in the region Středočeský at the highest rate. (Počet prodejen potravinářských řetězců v České republice se v loňském roce navýšil o 21 prodejen, 2017) In addition, discount stores occupy the second place relating to sales. Approximately 23% of Czech households spend their money there. The most valued factor concerning discount stores are favourable prices. (Hypermarkety opět posílily svou pozici na českém trhu s rychloobrátkovým zbožím, 2017)

Although hypermarket companies (Albert hypermarket, Globus, Kaufland, Tesco hypermarket) have been currently operating only 317 outlets in the Czech Republic, they keep strengthening their position on the Czech market. 49% consumers regularly purchase goods on the 1,369,000 sq.m. of total selling space. (Počet prodejen potravinářských řetězců v České republice se v loňském roce navýšil o 21 prodejen, 2017) The essential factor for consumers is wide assortment offered. They also attach big importance to high quality of merchandise (by Globus), special offers and budget prices (by Kaufland) and long opening hours and customer loyalty program (by Tesco). (Hypermarkety opět posílily svou pozici na českém trhu s rychloobrátkovým zbožím, 2017)

2.1.4 Introduction of two foreign retailers operating on the Czech market

The two retailers chosen for the language analysis of their websites will be briefly introduced in this chapter. Short information on their development will be given as well as their current position worldwide. Subsequently, their present position on the Czech market will be introduced.

2.1.4.1 Tesco

Tesco Plc was founded in 1919 when Sir Jack Cohen decided to begin his business in the East End of London. At that time, he started selling groceries from a market stall, however, by the 1960s his company had gained an excellent reputation and founded its self-service model. At present, it is the

third largest food retailer in the world. (Zentes, Morschett, & Schramm-Klein, 2011)

Currently, Tesco Plc has been operating the following store formats: Express stores (covering the selling area below 3,000 sq.m.) that are located in city centres and petrol stations; Metro stores (with the area reaching up to 15,000 sq.m.) situated in high streets and city centres; Super stores (providing the selling area of maximum 50,000 sq.m.) and Extra stores (covering more than 60,000 sq.m. of selling space) that are situated in city suburbs. (Zentes, Morschett, & Schramm-Klein, 2011) In addition, it has its own e-commerce channel, Tesco.com, with that Tesco achieves almost 2 billion EUR of sales. (Zentes, Morschett, & Schramm-Klein, 2011) Except for the United Kingdom, Tesco Plc has been operating in 14 other countries in the world. (Zentes, Morschett, & Schramm-Klein, 2011)

2.1.4.1.1 Tesco in the Czech Republic

Tesco Stores ČR, a.s. established its first store in the Czech Republic in 1996. (Skála, Drahovský, & Hájek, 2008) Currently, Tesco Stores ČR, a.s. has been operating 192 outlets in total throughout the whole republic, 59 stores from these are in the supermarket format. (Prodejny) In 2016, Tesco Stores ČR was placed third among the top thirty retailers according to the turnover in the Czech Republic. The turnover in that year amounted to 41.76 billion CZK VAT excluded. (Špačková, 2016) Tesco is widely popular among the Czech customers owing to the fact that 2017 it won the first place in the survey of “Nejdůvěryhodnější značky” as well as in the category “Potravinové e-shopy”. (Nejdůvěryhodnější značky roku 2017 Tesco zvítězilo v kategorii Potravinové e-shopy, 2017)

Tesco has been noticeably innovative in developing its services, thereby improving the popularity of customers. What is very valued by customers, is the loyalty programme ClubCard. Besides, Tesco provides a great number of other services such as self-checkouts, a store with non-stop opening times, possibility to shop online, an own brands F&F, Finest and Free From or Wi-Fi connection in all the stores. (Tesco představuje novou službu Scan&Shop a Scan&Shop mobile, 2016) The online shopping portal Tesco potraviny online was launched

in 2012 and is available in seven regions in the Czech republic. However, the service has been expanding constantly, as the customers become more and more interested. (Nejdůvěryhodnější značky roku 2017 Tesco zvítězilo v kategorii Potravinové e-shopy, 2017)

2.1.4.2 Marks and Spencer

The roots of the retailer Marks and Spencer (M&S) date back to 1884 when Michael Marks decided to run his own business and opened a stall in Leeds, United Kingdom. A few years later, Thomas Spencer made an investment in Marks's business and a partnership was created. The company was formally registered in 1903. (Our Company)

Currently, Marks and Spencer is considered to be one of the leading retailers within the United Kingdom, offering a variety of products including own-brand food products. It has been operating 1,025 stores within the territory of the United Kingdom and 454 international stores. The overall revenues in 2017 amounted to £10.6 bn. (Key Facts)

2.1.4.2.1 Marks and Spencer in the Czech Republic

In the Czech Republic, the leading UK's retailer represents only a small marketplace (compared to the abovementioned key retailers operating in the Czech Republic) with only 18 Marks and Spencer's stores situated in the most populated cities such as Prague, Brno, Ostrava, Pilsen and others. With eight stores, Prague is the leading "seat" of this retailer. (International Map)

The first M&S store in the Czech Republic was established in 1996 in the shopping center Myslbek. However, the store is not operating in this place anymore at present. (Marks and Spencer Czech Republic, a.s.)

Despite being renowned for offering high-quality foods, according to the recent news published by the Czech website Aktuálně.cz, the turnover, as well as profits in 2015/2016, decreased. (Marks & Spencer začal v Česku prodávat potraviny on-line. Zájem testuje přes Rohlik.cz, 2017)

2.2 English Word Classes

There are nine word classes in the English language – nouns, adjectives, verbs, adverbs, pronouns, prepositions, determiners, conjunctions and interjections. (Word classes and phrase classes) This chapter introduces and defines the word classes, namely nouns, adjectives and verbs which will be analysed within in chapter 3.2.

2.2.1 Nouns

Nouns are such words that represent people, animals and things. As a word class, nouns are the most extensive word class of all in the English language. (Word classes and phrase classes)

Basically it is possible to divide nouns into four major groups. These are: common nouns, proper nouns, abstract nouns and collective nouns.

Common nouns determine people, animals and things. This group involves nouns such as father, cat or chair. This group of nouns includes both countable and uncountable nouns. Uncountable examples of common nouns would be bread or luggage.

Proper nouns refer to specific people, animals and things and they are expressed by a name, for instance, Mr Black, Pilsen or England. Proper nouns are identified by capital letters at their beginning.

To the group of abstract nouns belong the words which represent immaterial objects, for example feelings and emotions. The following examples fall into the group of abstract nouns: sorrow, love, childhood. One of the grammatical features of abstract nouns is that they are regarded as uncountable nouns, thus they are not able to form plural forms and they cannot be used with an indefinite article a or an.

Finally, collective nouns are the nouns that refer to a group of people or animals. As collective nouns can be determined words such as family, class or group. From the grammatical point of view, collective nouns can be used

singular as well as plural nouns depending on whether we consider the collective noun as a „single unit or a number of individuals“ (Thomson & Martinet, 1992).

2.2.2 Adjectives

Adjectives are words that describe qualities and feelings. They modify nouns and “complement linking verbs and the verb to be” (Adjectives). Verbs that define state are regarded as linking verbs. The ones belonging to this group are for instance smell, look, sound, taste or appear. (Verbs: types) In case that an adjective functions as a noun modifier, it is located predominantly in front of the noun which it relates to, as for example a small cat or heavy bags. Such adjectives can be referred to as an “attributive adjective” (Alexander, 1998). Unlike the noun modifying nouns, the ones standing as a complement to the above mentioned linking verbs and the verb to be are located after the verb, see the following examples: The child is happy. The flower smells good. In this case the adjective is called predicative. (Alexander, 1998)

Adjectives are sorted into gradable and non-gradable adjectives. Gradable adjectives are the ones that are able to form the comparative and superlative degree. As gradable adjectives the following examples may be considered: old, small, large or fast. On the other hand, non-gradable adjectives appear in the „base form“ only, which means that it is not possible to create the comparative or superlative degree with them. Examples of this type of adjectives can be: dead, golden, amazing or unique. (Alexander, 1998)

2.2.3 Verbs

Verbs together with the above mentioned word classes belong in English to one of the major word classes. Words that express an action or a state are considered verbs. Essentially, verbs are categorized as full verbs (for example go, eat, show) and auxiliary verbs (be, have, do). Full verbs themselves signify

the action or state while auxiliary verbs are used when putting the full verbs into different tenses. (Alexander, 1998)

Secondly, verbs can be divided according to what they express into stative and dynamic verbs. Stative verbs, as emerges from the name, are used to describe states, feelings, possession of things, and thoughts. Also sensual verbs belong to this group. The essential feature of stative verbs is that they cannot form continuous tenses. On the contrary, dynamic verbs refer to actions and can form simple as well as continuous tenses. (Alexander, 1998)

3 Practical part – Language analysis

The analysis is divided into two parts. In this part of the thesis, the English websites of the two retailers operating on the Czech market will be analysed from the language point of view – grammar and lexis. In the first part of analysis four aspects will be detailed and specific instances from their websites will be analysed. In the second part, lexis employed by the two retailers are discussed. Due to the limitations of the thesis, only three word classes/ parts of speech have been used for analyses in this part.

3.1 English language usage – grammatical aspects

In this chapter, four commonly appearing grammar aspects will be introduced together with examples from the websites and their function.

3.1.1 Imperative

The imperative mood is a common mood appearing on the introductory page of the websites of both the retailers.

3.1.1.1 Basic Grammar Identification

The imperative mood can be distinguished by specific features. The most obvious one is the fact that subjects in sentences written in the imperative mood are not present as the recipient of such sentences in the contexts where the imperative mood is evident, thus do not need to be mentioned in the sentence. Another characteristic aspect of the imperative mood is the verb form used. The verbs occur in the form which is the same as their base form, besides they are not used in different grammar tenses. Negative imperative clauses are possible to be created as well. In such a case the auxiliary verb *do* is used. The contracted form *don't* is frequently used in imperatives, however, in formal texts the non-shortened form *do not* is preferable. (Biber, Johansson, & al., 1999) The imperative mood can be applied for various purposes. According to Longman English Grammar, there are nine common uses of the imperative mood in English, as follows: “direct commands, requests and

suggestions; warnings; directions; instructions; prohibitions; advice; invitations; offers; expressing rudeness". (Alexander, 1998)

3.1.1.2 Its purpose on the websites of Tesco and M&S

The general purpose of the imperative mood on the websites concerned is to draw the attention of customers and make them shop at the retailer.

The imperative mood is used on both websites to introduce new merchandise and to encourage customers to buy it at the same time. Below, examples of offering products to customer by using imperative sentences are listed:

Tesco:

*"Check out our sweet Valentine's offer."*¹

*"Find the perfect gift for your kid."*¹

*"Experience Magnum ice cream in a tub."*¹

*"Give your loved one something special on Valentine's day."*¹

*"Make your day better with tasty and healthy drinks."*²

*"Taste wines of different varieties."*²

*"Choose the best for your furry pets."*²

*"Discover new Magnum with Classic, Almond and White flavours."*²

*"Discover more."*²

*"See more in this category."*³

¹ Groceries. (n.d.). Retrieved 10. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

² Groceries. (n.d.). Retrieved 23. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

“Enjoy Easter holiday with everything needed.”⁴

“Be prepared for Easter carrolers.”⁴

“Always keep your clothes fresh and clean.”⁴

“Check out our special offer.”⁵

“Pick quality with taste.”⁶

M&S:

“DISCOVER WORLD OF M&S FOOD”⁷

“Treat your loved ones to a gift of their choice from across the Marks & Spencer range – stylish clothing, beautiful accessories, gourmet food.”⁸

The purpose of the imperative mood on these websites is not only to introduce new products but also to inform customers about sales and special prices. The author of this thesis assumes that the Czech customers are rather price oriented when choosing the store, which means that focus on price presentation is an effective tool to gain new customers. Furthermore, by means

³ *Fruits & Vegetables.* (n.d.). Retrieved 23. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/shop/fruits-and-vegetables/all>

⁴ *Groceries.* (n.d.). Retrieved 17. March 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

⁵ *Groceries.* (n.d.). Retrieved 24. March 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

⁶ *Klasa.* (n.d.). Retrieved 2. April 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/zone/klasa/>

⁷ *Offers.* (n.d.). Retrieved 25. February 2018, from Marks&Spencer London : <http://global.marksandspencer.com/cz/offers/offers-3/>

⁸ *Rewards.* (n.d.). Retrieved 25. February 2018, from Marks&Spencer London: http://global.marksandspencer.com/cz/loyalty/?link=loyalty_gift-vouchers#loyalty_gift-vouchers

of the imperative mood, the retailers attempt to introduce themselves as socially responsible and therefore to attract the attention of customers.

The following examples deal with the price and money issue.

Tesco:

“Get a discount for your first shop on more than 21 000 products freshly delivered right to your door.”⁹

“Buy 1 coffee, send SMS and win!”¹⁰

M&S:

“BRING YOUR OLD CLOTHES AND SHOES AND SAVE 150 CZK FOR THE NEXT PURCHASE OF 1000 CZK OR MORE!”¹¹

“Please see your local store for further details.”¹¹

“Earn points on everything you spend in stores. Earn 1 point for every 1 CZK you spend.”¹²

Further, the examples of imperative sentences to the subject of social responsibility are listed.

Tesco:

“Buy and support girls to sports.”⁹

⁹ Groceries. (n.d.). Retrieved 10. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

¹⁰ Groceries. (n.d.). Retrieved 24. March 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

¹¹ Offers. (n.d.). Retrieved 25. February 2018, from Marks&Spencer London : <http://global.marksandspencer.com/cz/offers/offers-3/>

¹² Rewards. (n.d.). Retrieved 25. February 2018, from Marks&Spencer London: http://global.marksandspencer.com/cz/loyalty/?link=loyalty_gift-vouchers#loyalty_gift-vouchers

M&S:

“SEARCH FAIRTRADE LOGO IN M&S”¹³

“SHOP FAIR TRADE WITH M&S”¹³

“HELP THE ENVIROMENT WITH US”¹³

Finally, one of the significant uses of the imperative mood on the website of the retailer Tesco is to take the purchaser through the process of online shopping. See the examples below.

Tesco:

“Sign in to start shopping”¹⁴

“Click here”¹⁴

“Register”¹⁴

“Choose Home Delivery or Click+Collect.”¹⁴

“Secure the time that is best for you.”¹⁴

“Please enter your postcode in the box below.”¹⁵

“Save time with Favourites”¹⁶

¹³ *Offers.* (n.d.). Retrieved 17. March 2018, from Marks&Spencer London : <http://global.marksandspencer.com/cz/offers/offers-3/>

¹⁴ *Groceries.* (n.d.). Retrieved 10. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

¹⁵ *Check My Area.* (n.d.). Retrieved 10. February 2018, from Tesco: http://www2.itesco.cz/grocery-postcode-checker.html?_ga=2.76339477.1052558952.1518257888-1656328166.1517057733

¹⁶ *Tesco Gorcery Home Shopping Help.* (n.d.). Retrieved 23 . February 2018, from Tesco: http://www2.itesco.cz/grocery-help.html?rel=help&_ga=2.31524478.1365810003.1519401760-1656328166.1517057733#link2

“Reserve a slot for either home delivery or collection.”¹⁷

“Browse the store.”¹⁸

“View all promotions.”¹⁸

3.1.2 Interrogative sentences

The imperative mood is a grammar aspect which both Tesco and M&S have in common. Apart from that, the occurrence of interrogative sentences is also very frequent.

3.1.2.1 Basic Grammar Identification

Basically, the interrogative sentences may be divided into three main categories: “wh-questions, yes/no-questions and alternative questions”. (Biber, Johansson, & al., 1999)

Yes/no-questions are formed in two ways, depending on the verb used. In case of the verbs *to be*, *have* (functioning as an auxiliary verb) and *modal verbs*, the question is formed by means of inversion, which means that the verb is placed at the beginning of the sentence in an appropriate form. Provided that any other verbs occur in the question as main verbs, formation of the question is done by the auxiliary verb *do* or *did* (in an appropriate form) followed by bare infinitive of the main verb. In addition, yes/no-questions often tend to be reduced by ellipsis, predominantly in everyday speech. The ellipsis concerns the auxiliary verb itself or together with the subject (if expressed by the pronoun *you*). With yes/no-question either a confirmation or disapproval are demanded from the addressee. (Alexander, 1998)

¹⁷ *Sign In*. (n.d.). Retrieved 2. April 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/register/confirmation>

¹⁸ *Sign In*. (n.d.). Retrieved 2. April 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/register/confirmation>

Wh-questions, sometimes also called question-word questions, are easily noticeable because of a question word. Here are listed question words that may occur in wh-questions: who, what, when, which, why, where, whose, how. As far as the sentence structure of these questions is concerned, the question word is situated in the first position of the questions. Otherwise the same rules regarding the formation of yes/no-questions relate to wh-questions too. Unlike yes/no-questions, wh-questions are used in order to learn a particular piece of information. For instance, this can refer to place, time or manner. (Alexander, 1998)

3.1.2.2 Their purpose on the website of Tesco and M&S

In contrast to the imperative mood which was to be found on both the retailers' website, interrogative sentences is the matter that is rather unique to Tesco and its website only.

Presumably, Tesco implements such sentence structure to get the attention of potential buyers and encourage them to become interested in more information.

Tesco:

"Want to know about deals and discounts?"¹⁹

"Are you looking for the most honest and high-quality foods?"²⁰

"Are you looking for the finest foods?"¹⁹

"Do you want to win a car with NESCAFÉ Classic?"¹⁹

"New to Tesco?"¹⁹

¹⁹ Groceries. (n.d.). Retrieved 2. March 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

²⁰ Klasa. (n.d.). Retrieved 2. March 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/zone/klasa/>

*“Already a customer?”*¹⁹

*“Don't have a Tesco account yet?”*²¹

M&S:

*“Looking for gift ideas?”*²²

Next but no less important purpose of interrogative sentences is to introduce the most common problems or questions that a customer could have when using the services of a retailer.

When examining the interrogative sentences on the website of Tesco, some characteristic features can be observed. Based on the author's survey of the website, it shows that Tesco repeatedly uses the interrogative sentences in the first person singular. In the Customer Service section, seventy-eight questions in total were identified, forty-two out of these contained the first person singular as a subject which more than a half of the whole amount was.

Another common feature of the interrogatives concerned is the use of question words. The research suggests that fifty-seven questions contained an interrogative word which many as those without an interrogative pronoun is more than twice as. The most repeating words were *how* (occurred twenty-two times) and *what* (noticed twenty-three times).

Thirdly, using modal verbs tends to be next characteristic aspect of the above mentioned questions. The crucial modal verbs that are to be found in this type of sentences are *can* and *will*. The modal verb *can* is used to express possibility or ability while *will* represents the future tense.

A few examples of interrogative sentences appearing on the website of Tesco Customer Service are quoted below.

²¹ *Groceries.* (n.d.). Retrieved 10. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

²² *Rewards.* (n.d.). Retrieved 2. April 2018, from Marks&Spencer London: http://global.marksandspencer.com/cz/loyalty/?link=loyalty_gift-vouchers#loyalty_gift-vouchers

Tesco:

*"How do I shop using the online store?"*²³

*"Do I need to have a Clubcard to register?"*²³

*"How old do I have to be to register?"*²³

*"How do I add products to my basket?"*²³

*"Will I get a receipt for my shopping?"*²³

*"When will I be charged for my shopping?"*²³

*"How can I change my delivery slot?"*²³

*"How do I use Click & Collect?"*²³

Only two interrogative sentences were found on M&S website in the section informing about loyalty cards. Even though there were just two of them, it is possible to observe the same grammatical features previously mentioned as on the website of its competitor.

M&S:

*"How do I register?"*²⁴

*"How will I earn points?"*²⁴

²³ *Tesco Grocery Home Shopping Help*. (n.d.). Retrieved 23 . February 2018, from Tesco: http://www2.itesco.cz/grocery-help.html?rel=help&_ga=2.31524478.1365810003.1519401760-1656328166.1517057733#link2

²⁴ *Rewards*. (n.d.). Retrieved 23. February 2018, from Marks&Spencer London: http://global.marksandspencer.com/cz/loyalty/?link=loyalty_gift-vouchers#loyalty_gift-vouchers

3.1.3 Ellipsis

As it was previously mentioned in the chapter 1.3.2, elliptical sentences are also to be noticed within the websites of both Tesco and M&S.

3.1.3.1 Basic Grammar Identification

Ellipsis is defined as omission of such words that can be retrieved from the context or that are obvious from the situation. It regards mainly auxiliary verbs or subject pronouns. It is a common phenomenon of English grammar typical of conversational style. (Collins Cobuild English Usage, 1992)

3.1.3.2 Its purpose on the website of Tesco and M&S

This grammar phenomenon can be noticed many times on the websites of both the retailers. From the author's point of view, the use of ellipsis is appropriate in this situation because the style of writing on the two websites is rather neutral, therefore it corresponds to the definition of ellipsis saying that it occurs primarily in informal context. Furthermore, the author supposes that the omission makes the sentences shorter, thus this style attracts the customers' attention in an easier way.

Below, there are examples of elliptical sentences from the websites.

Tesco:

*"Promotion valid until..."*²⁵

(The verb to be has been omitted here – Promotion is valid until...)

²⁵ *Promotions.* (n.d.). Retrieved 25. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/promotions>

*“Simple.”*²⁶

(It is simple. – This is an example of ellipsis of a verb and a pronoun.)

*“Forgotten password?”*²⁶

(Have you forgotten your password? – The above sentence represents ellipsis of an auxiliary verb and pronouns.)

*“Enjoy Easter holiday with everything needed.”*²⁷

(An example of shortening a relative clause – Enjoy Easter holiday with everything which is needed.)

M&S:

*“MADE FROM 100% RECYCLED MATERIALS”*²⁸

(It is made from 100% recycled materials. – The pronoun it and the auxiliary verb to be are excluded in this sentence.)

*“Available only in stores with the food department.”*²⁸

(It is available only... - ellipsis of a pronoun and a verb)

*“So much to choose from!”*²⁸

(There is so much to choose from. – The phrase there is has been omitted.)

*“SALE UP TO 50 % ON SELECTED ITEMS”*²⁸

²⁶ Groceries. (n.d.). Retrieved 10. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

²⁷ Groceries. (n.d.). Retrieved 25. February 2018, from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>

²⁸ Offers. (n.d.). Retrieved 25. February 2018, from Marks&Spencer London : <http://global.marksandspencer.com/cz/offers/offers-3/>

(There is sale up to ... - Another example of excluding the phrase there is from a sentence.)

“Looking for gift ideas?”²⁹

(Are you looking for gift ideas? – The auxiliary verb and pronoun have been left out in this interrogative sentence.)

“UNTIL THE STOCK LASTS”³⁰

(Available until the stock lasts. – The word *available* has been omitted in this sentence, as it is obvious from the context. Compared to the above listed examples, this is not a case of ellipsis of a grammar word.)

“-15 % WHEN BUYING 3 BOTTLES”³¹

(You will get a 15 % discount when buying 3 bottles. – This is a situation where a clause has been reduced by means of ellipsis.)

3.1.4 Passive voice

Finally, the fourth grammatical phenomenon which occurs on both retailers' websites is the passive voice.

3.1.4.1 Basic Grammar Identification

The passive voice is recognizable due to its distinctive structure. It is formed by the verb *be* in a corresponding form and past participle of a main verb. Nevertheless, only transitive verbs (verbs followed by an object) can

²⁹ *Rewards.* (n.d.). Retrieved 2. April 2018, from Marks&Spencer London: http://global.marksandspencer.com/cz/loyalty/?link=loyalty_gift-vouchers#loyalty_gift-vouchers

³⁰ *Offers.* (n.d.). Retrieved 25. February 2018, from Marks&Spencer London : <http://global.marksandspencer.com/cz/offers/offers-3/>

³¹ *Offers.* (n.d.). Retrieved 24. March 2018, from Marks&Spencer London : <http://global.marksandspencer.com/cz/offers/offers-3/>

change into the passive voice. Sometimes, an agent is expressed in the sentence, then it is preceded by a preposition, usually *by* or *with*, which is used when describing a method or means. Passive voice is used in various contexts in English. First, the passive is appropriate in a situation when the speaker focuses more on an action itself rather than an agent performing the action, besides, the agent is commonly unknown, obvious from the context or unimportant to be mentioned. Another prevalent use of the passive voice is to express caution to avoid taking responsibility for the statement said or written. (Alexander, 1998)

3.1.4.2 Its purpose on the website of Tesco and M&S

From the research of the websites done by the author arises that both the retailers use the passive voice for similar purposes and it tends to occur in rather formal style of writing. Passive structures can be found on the websites of Tesco predominantly in the sections Customer Service, and Terms and Conditions. Within the text in the Customer Service part, the passive is used to put an emphasis on an action as the agent is apparent from the context or irrelevant for the buyers. In Terms and Conditions, the passive voice complies with the stylistic features of this text. Furthermore, a couple of examples of the passive voice occur in the section About Us.

In comparison, Marks and Spencer implements the passive voice also in the sections Customer Service and About Us. On the other hand, a small number of this grammar phenomenon can be detected in the Offers section as well. The purpose of its use is identical to Tesco's.

Here are several examples taken from the sections of the websites.

Tesco:

*"...however, the delivery must be received by someone who is at least 18 years old."*³²

*"All of your details are stored securely..."*³³

*"They are kept confidential and are held in full compliance with Czech law."*³³

*"All of your shopping will be carefully selected by your personal shopper and delivered in our temperature-controlled vans."*³³

*"The ecoupon discount is automatically deducted from the total of your shopping..."*³³

*"Your card will only be charged after your shopping has been delivered."*³³

*"Once the order has been confirmed..."*³³

*"If a Tesco registration form has been completely and truthfully completed..."*³³

*"Coupon may only be used from the e-mail address to which it was sent."*³³

*"One coupon may be redeemed between 15 August and 27 August 2017..."*³³

³² *Tesco Grocery Home Shopping Help*. (n.d.). Retrieved 18 . March 2018, from Tesco: http://www2.itesco.cz/grocery-help.html?rel=help&_ga=2.31524478.1365810003.1519401760-1656328166.1517057733#link2

³³ *Tesco Grocery Home Shopping Help*. (n.d.). Retrieved 18 . March 2018, from Tesco: http://www2.itesco.cz/grocery-help.html?rel=help&_ga=2.31524478.1365810003.1519401760-1656328166.1517057733#link2

M&S:

*"In 1903, Marks and Spencer Ltd was formally registered as a firm."*³⁴

*"It's the first time that this technology has been applied to sheer hosiery."*³⁴

*"Founded more than a century ago."*³⁴

*"... loved by millions of people across the world ..."*³⁴

*"All the collected clothes will be recycled by I:CO and all the money ... will be used to support selected local charity organization."*³⁵

*"The discount ... cannot be combined with other offers."*³⁵

*"Newly discounted products are marked yellow in stores!"*³⁵

*"Selected clothing items can be lengthened or shortened..."*³⁶

*"If items are returned without any receipt..."*³⁶

*"Unwanted items can be returned..."*³⁶

*"All labels must be attached..."*³⁶

*"Refunds will be provided..."*³⁶

³⁴ *About M&S.* (n.d.). Retrieved 18. March 2018, from Marks&Spencer: <http://global.marksandspencer.com/cz/about-ms1/#the-company>

³⁵ *Offers.* (n.d.). Retrieved 18. March 2018, from Marks&Spencer London : <http://global.marksandspencer.com/cz/offers/offers-3/>

³⁶ *Customer Service.* (n.d.). Retrieved 18. March 2018, from Marks&Spencer: <http://global.marksandspencer.com/cz/customer-service/#.Wso-GC5ubIU>

3.2 English language usage – Vocabulary

This chapter aims at vocabulary appearing on the websites with orientation on nouns, adjectives, verbs and their collocations. The chapter is divided into two subchapters corresponding with two sections situated on both the websites that were analysed, namely “Offers” and “About Us”. The author considers the section “Offers” as one of the most frequently visited by customers, therefore, it was chosen to discover by which words the retailers try to lure the customers to shop. As it was found out in the chapter 3.1 that the retailers have slightly different strategies, the section “About Us” was chosen to research whether the word choice corresponds with the retailers’ strategies.

The vocabulary was taken from the websites of Tesco³⁷ and M&S³⁸ within February, March and April, therefore some words that are mentioned in this chapter, predominantly in the chapter 3.2.1, may not be possible to be found since the websites are regularly updated.

3.2.1 Vocabulary in “Offers” Section

This section intends to attract buyers and encourage them to shop at the retailer. On the grounds of this objective, the retailers choose appropriate words to use on their sites. In general, both the retailers use nouns and verbs that belong to the topic of money, discounts and price, while the adjectives contribute to the image of the products. The adjectives are used to describe the retailers’ products and make them look interesting for the customers. In addition, Tesco presents its service of online shopping through various adjectives to persuade the buyers to try this service.

³⁷ *Groceries*. (n.d.). Retrieved from Tesco: <https://nakup.itesco.cz/groceries/en-GB/>;
Tesco Czech. (n.d.). Retrieved from Tesco Czech: <http://www.tescocr.cz/en>

³⁸ *M&S Czech Republic*. (n.d.). Retrieved from <http://global.marksandspencer.com/cz/>

These are the nouns commonly appearing in the section with offers of Tesco: *discount, foods, gift, hit, offer, price, product, promotion*.

The following adjectives are to be found in this section: *best, convenient, different, fast, finest, fresh, healthy, high-quality, necessary, perfect, pleasurable, simple, special, tasty, quick*.

The verbs that Tesco uses to appeal to the buyers are: *buy, check out, choose, discover, enjoy, experience, find, look for, refresh, save, support, taste, win*.

The above mentioned words also form numerous collocations that can be observed on the website, such as: *check out an offer, choose the best, finest foods, finest products, high-quality foods, special offer, special price, quick and convenient shopping*.

This paragraph shows which words are used by Marks and Spencer to grab the attention of consumers. The frequently emerging nouns are: *choice, discount, food, ideas, item, materials, offer, price, product, promotion, purchase, sale, standard, store, voucher*.

Equally important are also the adjectives that create the impression of the retailer and its products. M&S applies the following ones: *available, beautiful, designed, discounted, exclusive, favourite, fair-trade, gourmet, highest, local, latest, new, perfect, recycled, selected, special, stylish, quality, valid*.

M&S also works with a wide range of verbs on its website: *buy, change, choose, combine, discover, help, look for, lower, recycle, (can't) resist, save, search, shop, spend, support, treat*.

Similarly, to Tesco, several collocations are noticeable on the website of M&S as well, for instance, *exclusive offers, favourite food products, gift voucher, gourmet food, highest standards, latest promotions, new prices, perfect choice, selected items, selected products, shop fair trade, special discount, special offer, quality food*.

3.2.2 Vocabulary in “About Us” Section

This section serves as a presentation of the retailers and their services and other activities. Due to this function, the vocabulary that the retailers use in this section is different from the words that appear in the section with new offers. The words concern the retailers’ values, development and future. The examples are written below.

Nouns that are repeated in the About Us section of the retailer Tesco are as follows: *attitude, business, change, communities, cooperation, collaboration, customers, employer, environment, expertise, experts, goal, growth, impact, innovation, involvement, leader, market, needs, opportunity, partnership, products, progress, purchase, reporting, retailer, risk, skill, shoppers, success, supplier, value, waste, work.*

A few typical adjectives that determine the nouns are: *affordable, competitive, core, efficient, fresh, fundamental, global, great, leading, local, new, own, positive, responsible, social, sustainable, transparent, trusted, universal.*

A spectrum of different verbs is to be found in this section. Repetitively occurring verbs are recorded here: *aim, conduct, contribute, deliver, employ, engage, establish, fight, focus, introduce, launch, manage, present, produce, reduce, sell, serve, simplify, support, tackle, treat.*

The words mentioned in the previous paragraphs create collocations with each other, followingly there are a few examples of the collocations found in the Tesco’s About Us section: *core value, customer’s needs, do business, efficient retailer, food waste, fundamental changes, global retailer, great value, leading retailer, local customers, manage risks, own products, positive impact, present innovations, simplify a purchase, serve shoppers, support local communities, sustainable products, tackle the environment, tackle risks, universal value.*

Based on the research it was discovered that both Tesco and M&S use similar words when assembling their About Us sections. See the noun examples of M&S: *business, challenge, commitment, community, customer,*

employees, environment, experience, firm, food, freshness, guarantee, homeware, importance, innovation, inspiration, integrity, plan, product, quality, retailer, responsibility, service, trust, value, waste.

Characteristic adjectives of M&S section introducing its business are for example: *affordable, desirable, durable, eco, environmental, ethical, core, high-quality, local, loved, own, revolutionary, social, sustainable, unique, well-known, well-made.*

In the field of verbs, M&S uses a rich selection of verbs to describe and introduce itself to the customers. Subsequently, common verbs found on the website are: *achieve, contribute, create, delight, display, encourage, focus, influence, innovate, inspire, introduce, invest, lead, offer, open, protect, reach, reduce, set up, support, tackle, tailor, take off, treat, understand.*

Finally, there are a few examples of common collocations appearing in this section of M&S's website: *core values, delight customers, eco and ethical plan, environmental and social commitments, influence other businesses, inspire customers, own products, product innovation, protect the environment, reduce waste, social responsibility, support local communities, sustainable retailer, tackle challenges, tailor the shopping experience, treat employees.*

4 Commentary

This chapter is going to comment on the results of the research which was carried out by the author of this thesis and compare the two retailers regarding their grammar and vocabulary usage.

4.1 Commentary – Grammar Usage on the websites

As far as the four grammatical issues that are described in chapter III.1 of this thesis, the research shows that all of them are used on websites of both the retailer, however, they differ in the frequency of their occurrence and occasionally also in the sections where they appear.

The below mentioned results comprise with the overall strategy of presenting the retailers themselves through their websites. Tesco is rather price oriented, it attempts to attract the customers by special offers and it also supports its online shopping service. Tesco uses a great number of questions that are supposed to induce the consumers to shop at Tesco. On the other hand, Marks and Spencer seems not to have as persuasive approach as Tesco. It puts emphasis on its social responsible image and high-quality products. The use of affirmative sentences is preferred to a great degree, occasionally this retailer works only with noun phrases. Moreover, M&S applies typography for emphasis, capital letters are to be observed commonly on its website.

Referring to the imperative mood, in the research it was discovered that the imperative is used on both the websites relatively frequently, however, each retailer uses this type of sentences for slightly different purposes. Comparing the Marks and Spencer's website with Tesco's website, the usage of the imperative mood to offer new merchandise and to encourage the shoppers to buy it is much more frequent on the website of Tesco. Only two examples on such usage were found on the introductory website of Marks and Spencer, in addition, they were rather general (inviting the buyers to browse the whole offer rather than promoting products). Whereas Marks and Spencer makes use of the imperative mood as to inform the shoppers and keep them updated about its social responsible activities. In terms of grammatical features, only positive imperative sentences are used on both the websites.

As far as interrogative sentences are concerned, during the research it was discovered that Tesco applies interrogative sentences on its website to a much greater extent in comparison with M&S website. The main purpose of Tesco to use this type of sentences is to encourage its customers to become more interested in Tesco's offers or becoming members of Tesco's loyalty club. Furthermore, interrogative sentences are widely used in the Customer Service section. This section is assembled in "question and answer" style, which makes the website well-arranged. Moreover, questions in which the first-person singular appears as a subject are implemented repeatedly. According to the author's opinion, this creates the impression of a personal and customer

friendly website. On the other hand, M&S Customer Service section comprises solely affirmative sentences. Generally, the occurrence of interrogative sentences at M&S's is rare. At the time of the research, merely three interrogative sentences were found on this website.

Ellipsis is a grammatical feature that is typical of both the retailers. With use of ellipsis, both the retailers aim to create rather informal and conversation-like style of writing. Such style appears to have more welcoming impact on the potential customers. The author assumes that shorter and simpler sentences evoke the idea of fast and easy shopping which most consumers search for. Links can serve as an example of it. Ellipsis of a subject alternatively as well as an auxiliary verb was done in several questions that served mainly as links to other sections on the website. The author of this thesis considers the ellipsis in this case as a tool of shortening unnecessarily long sentences, moreover, it contributes to the overall design of the website.

Finally, the passive voice appears to be another feature that is implemented on both the websites to a very similar degree. Unlike the previously mentioned grammar phenomena, the passive voice is used in such sections of the website which require rather formal style of writing. Therefore, passive sentences occur in Customer Service section at both the retailers'. In comparison, Marks and Spencer sometimes uses the passive voice also in the section of Offers to sound more formal.

4.2 Commentary - Vocabulary Usage on the websites

In terms of the vocabulary that the retailers use, similarities as well as differences can be observed on both the sections (Offers, About Us). Both the retailers tend to use the same vocabulary, as far as presenting their special offers is concerned. Some examples of the words that appear on both the websites are: *buy, choose, discount, discover, quality food, gift, look for, perfect, price, product, promotion, save, special offer*. Within the website of M&S there are various ways of introducing discounts, for instance *50% discount on...; save ... CZK; - 15 %*.

The vocabulary used differs when it comes to the presentation of the retailers' products. Tesco focuses primarily on presenting quality and freshness by means of adjectives and verbs such as *finest products, fresh, healthy, tasty, enjoy, experience, refresh, taste*. On the other hand, M&S concentrates on its environmental image and additionally uses a few adjectives expressing exclusivity of its products. See the following examples: *assure highest standard, beautiful accessories, designed, exclusive offer, favourite, help the environment, shop fair trade, gourmet food, latest, perfect choice, recycled materials, selected items, stylish clothing*.

Regarding the section Offers, the retailer Marks and Spencer appears to use a wider range of vocabulary. However, the variety in the section About Us seems to be relatively equal on both the websites.

Both the retailers use the section About Us to present their goals, themselves as socially responsible organizations and their innovative nature. For this purpose, they use similar words and collocation, e.g. *affordable, contribute, core value, environment, innovations, own products, reduce food waste, support local communities, sustainable, tackle, treat people*.

Tesco also chose another use of this section, namely to describe its relation to customers, employees and suppliers. On the website, it uses words and collocations such as *attitude, cooperation, collaboration, customer's needs, engage with suppliers, partnership, simplify a purchase, serve shoppers, social involvement*. On top of that, this retailer makes use of various words to make an impression of a trustworthy seller, on the website, for instance the following words and collocations appear: *competitive, efficient, expertise, experts, global retailer, growth, leader, leading retailer, progress, skill, success, transparent, trusted, value*.

On the other hand, M&S utilizes this section to present its merchandise and service to the customers. Therefore, the ensuing words may be seen on the website: *desirable, durable, fashion, freshness, high-quality, homeware, guarantee, service, tailor shopping experience, well-made*.

5 Glossary

Within the following glossary, words appearing on the websites and mentioned in the chapters 3.1 and 3.2 that the author finds appropriate to the topic will be listed together with their definitions. All the following definitions were taken from the Longman Dictionary of Contemporary English and the Oxford Business English Dictionary.

5.1 Adjectives

affordable – that does not cost a lot of money

available – that you can get, buy or use

competitive (business) – as good as or better than others

convenient – useful to you because it saves you time or does not spoil your plans or cause you problems

durable – likely to last for a long time without breaking or getting weaker

fair trade – trade which support producers in developing countries by paying fair prices and making sure that workers have good working conditions and fair pay

fine (products) – very good or of a very high standard; attractive

leading (retailer) – most important or most successful

sustainable – involving the use of natural products and energy in a way that does not harm the environment

valid – that is legally or officially acceptable

5.2 Nouns

collaboration – the act of working with another person or group of people to create or produce something

community – all the people who live in an area, country, etc. when talked about as a group

cooperation – when you work with someone to achieve something that you both want

coupon – a small piece of printed paper which you can use to buy goods at a lower price or to get something free; a printed form that you fill in to enter a competition, order goods, etc.

customer – a person or an organization that buys a product or service from a shop or a business

deal – a reduction in the price of a product, usually for a short period of time only

discount – an amount of money that is taken off the usual cost of something

promotion – a set of advertisements for a product or service

purchase – the act or process of buying something; something that you have bought

receipt – a piece of paper that shows that goods or services have been paid for

refund – a sum of money that is paid back to you, especially because you paid too much or because you returned goods to a shop

retailer – a business or a person that sells goods directly to the public

sale – an occasion when a shop sells its goods at a lower price than usual

shop – an act of going shopping, especially for food and other items needed in the house

shopper - a person who buys goods from shops

stock – the goods that a business has for sale at a time

supplier - a company that provides finished goods, for example for other companies to sell to the public

5.3 Verbs

charge – to require payment for goods or services

check out (an offer) – to look at or examine something that seems interesting or attractive

deduct (a discount) – to take away money from a total amount

earn (points) – to get a benefit because you buy something from a shop, or use a credit card

engage with (suppliers) – to get involved with other people and their ideas to understand them

introduce – to make a new product or service available to people for the first time

launch – to start selling a product or service for the first time; to make something available so that it can be bought and sold

lower – to reduce

serve (shoppers) – to deal with people, especially customers, and give them what they need

support – to help something or somebody by giving it or them money

tackle – to try to deal with a difficult problem

tailor – to make or adapt something for a purpose, a person, etc.

take off – to become successful or popular very quickly or suddenly (about a product)

5.4 Collocations

core values – the ideas and beliefs of an organization that managers and employees share and practise in their work

gift voucher – a piece of paper that is worth an amount of money and that can be exchanged for goods in a shop

product innovation – the process of improving an existing product or creating a new and better product; a product that is new or has been improved in some way

social responsibility – the process of running a business in a way that helps people in society to improve their quality of life

special offer – a product or service that is sold at less than its usual price to encourage people to buy it; the act of offering goods or services in this way

redeem a coupon – to exchange a voucher for goods or services

6 Conclusion

The objective of this thesis is the comparative analysis of the English language on the websites of two foreign retailers operating in the Czech Republic from the grammatical and lexicological point of view followed by the commentary of the language usage and complemented by a glossary.

In the first part of the thesis the author provides the theoretical background of retailing, defines the essential retail formats operating in the Czech Republic and briefly introduces the two retailers whose websites are researched. Definition and basic division of nouns, adjectives and verbs as word classes in the English language is also embodied in the theoretical part. The author's assumptions regarding the popularity of retail shopping among Czech consumers and shopping in sales in general were confirmed. As it is mentioned in the chapter 2.1.3., the Czech Republic has the leading position among European countries, as far as the amount of goods sold with discount is considered.

The theoretical part is followed by the analysis of the chosen grammatical and lexicological aspects. All the grammatical phenomena that were examined are to be found on both the websites, however, their frequency differs. It was discovered, that regarding interrogative sentences, the retailer Tesco applies this sentence structure frequently, its occurrence on the websites of M&S is rather rare. On the other hand, imperative mood is used on both websites on an equal scale, however for I slightly different purposes. On the contrary, the research suggests that the two other examined phenomena are used in the same way by both the retailers. As far as the vocabulary is concerned, it was discovered that each retailer uses such words that correspond with their overall image, either sale oriented or environmentally oriented. Nevertheless, many words were used repeatedly and equally on both the websites.

Since this bachelor thesis is limited concerning the number of pages, there are many other grammatical features occurring on the websites that have not been scrutinized, thus there is still place for extension of this thesis.

7 Resumé

Tato bakalářská práce se zabývá tématem maloobchodu v České republice se zaměřením na maloobchodní formát supermarketů. Jejím cílem je analyzovat používání anglického jazyka na webových stránkách dvou zahraničních supermarketů fungujících na českém trhu.

Bakalářská práce je rozdělena na teoretickou a praktickou část. Teoretická část je věnována předmětu maloobchodu a slovním druhům v anglickém jazyce. Definiuje pojem maloobchod, udává stručné informace o maloobchodu na českém trhu, představuje dva vybrané maloobchodní prodejce a popisuje jejich současnou pozici na českém trhu. Dále jsou popsány slovní druhy podstatné jméno, přídavné jméno a sloveso.

Praktická část zahrnuje analýzu vybraných gramatických jevů a slovní zásoby na webových stránkách a po ní následují komentář s glosářem.

8 Abstract

This bachelor thesis deals with the topic of retailing in the Czech Republic with focus on the retail format of supermarkets and its aim is to analyse the English language usage on the website of two foreign supermarkets operating on the Czech market.

The thesis itself is divided into two parts: theoretical and practical. The theoretical part is dedicated to the subject of retailing and the word classes in English. It defines the term retailing, gives brief information about retailing in the Czech market and the two chosen retailers are introduced and their current position in the Czech market is described. The word classes nouns, adjectives and verbs are described.

The practical part involves the analysis of chosen grammatical aspects and vocabulary usage on the websites and is followed by commentary and glossary.

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