According to some grammars of German the agent can be lexically added to the passive predicate both with the preposition *von* and *durch* without a distinct difference in meaning. These grammars do not forbid the use of such passive sentences as *Eva wird durch Hans geliebt* or *Bücher werden vor allem durch Frauen gelesen*. The use of the preposition *durch* in such cases seems very unusual and may be considered ungrammatical. In such cases the search in a big corpus can be very useful. This article presents statistical support for arguing that the use of the preposition *durch* in passive sentences with a personal agent (human, animal or institution) is ungrammatical in many cases. It can only be used if the agent is subjectively presented – in sentences like *Im 5. bis 6. Jahrhundert wurden die Alemannen durch die Franken verdrängt.* – as a sort of means.
Many advertising slogans are built on the textualisation of the message and deal with positive connotations. The knowledge of the original text and the surprising alteration of the text, in other words, the change of the expected, usually bring about a positive irritation and intensify our attention during reception (the so-called element of estrangement).

The intertextualisation manifests itself in various forms, mostly as an allusion to the content or the structure of the original text (a literary work, the title of a film, a proverb, a phraseologism, a quotation, etc). The use of these intertextual hints is effective in accordance with the active participation of the recipients and it is certainly dependent on their intellectual capacity.