

Abstract:

The subject of the diploma thesis *Didactic utilization of advertisement videos in Czech foreign language teaching* is to point out the low integration of commercial audiovisual material into the language teaching. Fundamental principles and processes of communicative approach are presented in the theoretical part. The thesis then follows up with the role of video in the choice of proper audiovisual material. Concrete activities for video inclusion in learning are proposed. Advertisement texts are defined next, space is also given to the advertisement itself and guidelines for creating learning materials. The practical part is dedicated to analyse content of current textbooks of Czech language for foreigners which shows the work with video, respectively advertisement videos. Consequently, four lessons for language levels A1, A2, B1, B2 according to *CEFR* were presented and distributed to Czech foreign language teachers. Materials were tested in various types of teaching groups by means of a questionnaire survey and short interviews and then the acquired data were evaluated. Respondents also expressed how often they perform video-based activities, confirming the hypothesis about minimal use of video in Czech language courses for non-native speakers.