Abstract

The bachelor thesis is dedicated to narrating of stories. The first part sets basic definitions, characteristics and information important for this task. It proceeds with chapters on functions of stories and description of the term “universal myth”. It follows with a chapter focused on neurobiological effects on the listener. The second part of this paper is dedicated towards storytelling. Storytelling is introduced as a marketing strategy and a useful technique of persuasion. The thesis presents various applications of stories in the world of marketing, brands and non-profit organizations. This second part contains examples of stories used in marketing and advertising. Third part of this paper proposes an experiment which examines the possible effects of stories onto evaluation of the attractiveness of things, specifically for this experiment we chose paintings.