

Abstract

This master thesis examines which tools of persuasion are used in advertising in Czech women's magazines. The analysis was conducted on the titles of Svět ženy and Elle in the second half of 2018. The theoretical part of this work is first focused on the media landscape in the Czech Republic in the field of women's magazines and explains the basic relevant terms. Then, the difference between rational and emotional argumentation in advertising is presented and looks into the factor of involvement in the purchasing decision process. At the end of the theoretical part of the thesis, there are described concrete specific fallacies that appear in advertising communication. The practical part of this thesis examines these phenomena in advertisements in the above-mentioned titles. The specific methods used in the research are content and semantic analysis. The outputs of quantitative research are presented by means of graphs and tables, in qualitative research, there are text blocks used. The thesis confirmed the hypothesis that emotional rather than rational arguments often appear in the advertisements. It was not possible to confirm nor refuse the hypotheses concerning the advertisers. Next, nearly 15 fallacies were identified on a sample of 5 advertisements across other media titles.