

Abstract

The aim of this diploma thesis is to prove the applicability of sociological methods in the research of audiovisual production. The theoretical part of this thesis is based especially on the approaches of the authors G. H. Gallup and R. L. Nafziger and further the methods used in the given type of research are described. Based on the proven empirical research, the subject of which is a trailer for the upcoming film *Adam Ondra: Pushing the Limits* and which used qualitative and quantitative methods, which were also described in the theoretical section, the thesis demonstrates the applicability and effectiveness of the use of these methods in research of audiovisual production. In the final section of the thesis, recommendations for optimizing the film trailer in terms of more effective targeting of selected audiences are proposed.