

# Abstract

The bachelor thesis explores the relationship between advertisements as pervasive public fantasies and the real in the form of the *gaze*, as understood by Lacanian psychoanalysis, through the application of Todd McGowan's theoretical framework of new film theory to selected audiovisual advertising texts. The thesis first outlines film theory as such then introduces a more general psychoanalytic approach to advertisements and finally presents McGowan's categorization of films according to their approach to the *gaze*, which it then applies to particular advertising texts. The thesis shows that advertising fantasies, despite their apparent support for the symbolic order, are, like film fantasies, in fact, sites of struggle between the symbolic and its own constitutive lack in the form of the real.