

Abstract

This thesis deals with Czech copywriters and their creative process. The theoretical part of the thesis explains the basic concepts related to the topic, copywriting is put in a strategic framework, the current state of copywriting abroad and in the Czech Republic is examined and quantitative and qualitative research methods are presented. Both are subsequently used in the analytical part of the thesis, where a socio-demographic profile of Czech copywriters and their job descriptions are determined by the means of a questionnaire survey. Using in-depth semi-structured interviews, the creative process of Czech copywriters, how they use AI language models in their work and what is their view of the Czech copywriting community is further explored. Based on the data gathered from 120 respondents of the questionnaire survey, we can consider a typical Czech copywriter as a woman aged 25–35 working in Prague, who has a university degree, works as a freelancer and copywriting makes up 50–75% of her workload. In-depth interviews with 6 Czech copywriters selected from advertising agencies, freelancers and the commercial and non-commercial sector provide insight into the creative process of the respondents, which, according to the research results, is most influenced by a client's brief, their own research for additional information and an approaching deadline. The results also point to a growing importance of AI language models in copywriting (but still within a limited framework) and an inconsistent sense of community among Czech copywriters.