

Diploma thesis „Work with emotions in television commercials“ deals with the role of emotions in the persuasion processes of television commercials. The introductory part addresses the general characteristics of advertising with the focus on specifics of television commercials. Second chapter deals with the way, in which advertising messages influence their audience, and the factors which determine this influence. The following part focuses on the role of emotions in the commercial persuasion processes. It also involves a brief excursion into the history of use of emotions in advertising. Fourth chapter is in a way an extension of the previous chapter, because it deals with the role of emotions as one of the sources of consumer’s purchase motivation. What follows, is the theoretical part devoted to the work with emotions in television commercials. It is divided into two chapters. First one deals with the way, in which commercial creators use the emotions, and which commercial models do they apply. The second one describes their work with particular emotional appeals, such as visual and acoustic effects, fear, humour, sexuality, or the presence of children. The closing part is the practical research itself. It contains the analyses of specific television commercial spots, based on the previous theoretical explanation, through which I demonstrate, how the commercial creators try to influence the audience’s emotions in practice.