

Anotation

The Diploma paper, which is focused on advertisements of Studio Zlín in the 1930's, gives a coherent review of history, development and the role of advertisement in the Baťa company and reaches as far as the promotional motion picture in Zlín. It was being formed in continuity with the development of sound motion picture, which appeared, as one of the first, in Paris. This is where Bohuslav Martinů (8 December 1890 – 28 August 1959), who composed advertisement music *Střevíček* (The Lady's shoe) for the Baťa company in 1935, stayed at the time. The motion picture is classed with the period context of the film industry, sound motion picture and film advertisements. The goal of the presented text is to analyze in detail the music component of the promotional film *Střevíček* and to compare it with the other six Zlín advertisements. It was necessary, in order to compare these films, to study the function of sound dramaturgy in film (advertisement) and to deal with existing sound instruments and their proportions in promotional films in Zlín. The result of the work is the comparison of the use of these instruments and the correspondence of sound and picture in Baťa advertisements in consideration of *Střevíček*. Many new findings, such as specification of the work process during the composition of motion picture music or the discovery of considerable inconsistency in the *Finale* [Finale] of the composition, were pointed out in this promotional film thanks to the research of the autograph and the two picture versions.

Key words

Advertisement, motion picture, promotional film, sound dramaturgy, Bohuslav Martinů, *Střevíček* (The Lady's shoe).