

SUMMARY

The diploma thesis *Producer and recipient in advertising communication* deals with communication factors in advertisement, especially with role of producer, addressee and recipient who have principal influence on representation of advertisement. The thesis examines process of creation of advertisement, introduces basic vocabulary which is used in advertising agencies, and points out why is important to make a difference between parts of the text (*headline, copy, claim*), although it is necessary that these parts of the text work together. Special emphasis is put on *claim* and influence of advertisement on language and conversation of recipients.