

Abstract

This thesis focuses on the relationship between narratology and advertisement creating, especially on the question, whether the similarities between structure of advertisement texts and fairytale plot structure can be found. It follows evolution of narratology in three main phases – preclassical, classical and postclassical and describes main theories and terminology. It later deals with important criticisms of narratology, namely from the perspective of narrative structure and afterwards, with help of theory of semiotics and aesthetics it performs a qualitative analysis on particular television advertisements. Results indicate that the theory is correct, although due to the relatively small number of analysed advertisements, it cannot be verified for sure and further examination of the topic along with inclusion of latter theories will be necessary.