

Film press, as well as any other kind of press, depends on advertising. Commercial success of a periodical reflects its ability to attract as many good advertisers as possible. This press is popular with readers as well as the film phenomena itself. The advertisers use its potential for offering their products or services. The purpose of the research is to find out how offered products are connected to the film periodical in which these are advertised; or which persuasive strategies are used so that a consumer can associate a product with some of the film culture aspects. The followed thesis says the Czech "un-film" advertisement being published between years 1918-1938 uses specific communication strategies to enforce, depending on a sort of a periodical itself. The "un-film" advertisement is defined as a commercial content that offers a product or a service with no logical connection to film.