

UNIVERZITA KARLOVA V PRAZE

FAKULTA SOCIÁLNÍCH VĚD

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**Porovnání metod komerčního a politického marketingu
v amerických médiích v 70. a 80. letech 20. století**

Bakalářská práce

Praha 2014

Abstract:

Two decades of 1970's and 1980's are perceived from a media point of view as an era of large and previously inexperienced systemic changes within the industry, with far-reaching impacts on the American society. This bachelor's thesis will focus on proving that, since it's extensive emergence in 1970's, the political marketing has been implementing many of the methods of commercial marketing, which were previously developed by rigorous empirical studies and were proven to be successful. Political campaigns were using the same media as the commercial campaigns and were forced to deal with the same cultural background and the same changes in the society. No matter what the crucial differences in financing, preconditions, aims or impacts between political and commercial advertising were, many of their methods were based on the same socio-psychological principles of influence and persuasion. Therefore, the more these methods were used in specific political campaigns, the more successful these campaigns were in reaching its objective.