

Abstract (anglicky)

The aim of the bachelor thesis is to analyze respected narrative strategies applied in Japanese commercials. Thesis is divided into two main sections. Firstly, there is a theoretical part which offers not only a historical insight into Japanese commercials within given time period, but cultural and sociological insights as well. This chapter applies not only theoretical facts but also a practical output given by experience from working in the world of advertisement. The next subchapter is oriented on narratology and the use of narratology as an analytical tool, especially in the field of filmmaking theories. The third subchapter represents the three main studies about Japanese advertisement. By using those studies the main elements of the Japanese advertisement in the given time period are discovered.

The second part of the bachelor thesis is a realization of an original quantitative research based on a hundred chosen Japanese TV advertising spots analysis. The aim of this part is to support the results of the three respected studies mentioned in the theoretical part. Plus the qualitative narratological analysis is the main theme of the next subchapter. Those commercials were chosen to represent each fundamental characteristic of the Japanese advertising. To sum up, this thesis provides us with characteristics and a deeper understanding of functioning of Japanese commercials from the view of narratology, sociology and practical use in the advertisement itself.