

Abstract

The aim of this thesis was to analyze the film *Will Success Spoil Rock Hunter?* by the director Frank Tashlin. The initial hypothesis was that this film goes beyond the contemporary Hollywood production and uses highly self-reflexive practices.

For the analysis of the film, the approach of neoformalist analysis was chosen, which methodology was defined by Kristin Thompson in the publication *Breaking the Glass Armor: Neoformalist Film Analysis*. The first section provides a theoretical and methodological reflection of the tools of neoformalist analysis. Following on from this, the methodological approach to film history is reflected, based on the concept of the classical Hollywood cinema and on the book by Robert C. Allen and Douglas Gomery *Film History: Theory and Practice*. The next chapter summarizes the historical context and influences that have contributed to the shape of the artistic work. In the analytical part, the exposure of popculture structures is described as the central principle of the movie, and with the help of the tools of neoformalist analysis, the author tries to demonstrate how it manifests itself in the different components.