

Abstract

This bachelor's thesis is focused on the means of communication which are used by teleshopping to appeal to the viewers as the paper aims to discover whether teleshopping attempts to manipulate them. The theoretical part introduces teleshopping in relation to the marketing communication discourse and briefly discusses the psychology behind the viewers' purchase decision. In the methodological part, the paper introduces linguistics, pragmalinguistics and pragmalinguistic analysis as an approach to researching language. Moreover, it elaborates on manipulation and persuasion both as such and in relation to teleshopping. The practical part describes the relevant social context and then carries out pragmalinguistic analysis of three teleshopping spots, which advertise a juicer Mr Juice, slimming gel Slim Express and slimming belt U-Slender. The analysis puts emphasis on the use of language and potential argumentative fallacies. Based on the findings of the analysis, the thesis then summarizes style typical for teleshopping and compares it to the style typical for advertisements in terms of the use of language and in terms of manipulation. Lastly, a research is carried out to find how teleshopping is perceived by the public and whether the viewers are capable of distinguishing a fallacy shall they encounter one. Peripherally, the research also explores the opinions of the respondents on the future of teleshopping and its advantages and disadvantages.