

Abstract

The diploma thesis deals with the use of commercials in teaching of German as a foreign language. Its aim is to describe the didactic potential of working with commercials and to find out whether teachers employ them in their practice and how they perceive them.

The theoretical part of the thesis considers the key concepts related to this issue, the use of commercials in education in terms of criteria for their appropriate selection and advantages and disadvantages of their employment in teaching.

The dominating subject of the practical part is a research survey among teachers who teach German as a second foreign language at the second level of primary education. The research was carried out by means of a questionnaire survey and an expert assessment. Its aim was to document the current situation of the employment of commercials in teaching and, based on an expert assessment of the didactic processing of two commercials, to clarify how teachers approach this issue.

The results show that 70 % of teachers use commercials in their lessons, although not very intensively. Surprisingly, commercials are used more often by older teachers with many years of experience. The presented didactic processing would be used by most teachers in their professional practice.

Keywords:

Audiovisual Media, Advertising, Commercials, German Language, Elementary School