

The bachelor thesis deals with the means of manipulation in advertisement. It is based on the findings of psychology, sociology and especially neuromarketing. It describes the model of advertisement acceptance. The process of advertisement acceptance includes learning and remembering, the success of which is directly influenced by emotion. The concept of advertisement popularity and its measuring is further described. The thesis focuses on how advertising manipulates with emotions in order to make customers purchase goods. The common ways of affecting senses which directly sway emotions are also described. The issues of subliminal advertising, product placement, package design and layout of stores are also dealt with. The final part focuses on the legal regulation of advertisement in the Czech Republic.