

Abstract:

The work is about possibilities of subliminal influence on the human mind. The first section explains the basic concepts of cognitive psychology, which is related to subliminal perception, threshold of consciousness and sensory threshold, with regard to the theme. In subsequent chapters is explained the operation of subliminal perception, subliminal stimuli are primarily divided into audible and visual. These are followed by a list and description of experiments and examples from practice and everyday life from ancient Greece to the present. The next chapter is about priming and examples of its use. After the principle of subliminal advertising and product placement is described and their place in legislation in the Czech republic; everything is documented by many examples. At the end of the work, the author demurs to the overall situation and tries to evaluate it.