

## **Abstract**

How can movie production companies speak to their potential audience through movie trailers? Which means do they use and what is the public reception? How does a viewer interpret a movie trailer? What can we learn about viewers from movie trailers? This thesis is offering all the answers to questions mentioned above in two different parts – in the first part the concepts of movie trailers are introduced and explained, the second part analyses the outcomes of a research which studies the affects of movie trailers on potential audience. Collected data through quantitative methods of two uniform groups on the topic of movie trailers were studied by focus groups.

This thesis focuses on understanding the approach of viewers on movie trailers and is trying to clarify when the movie trailers can act as a decision maker in order to change the approach and behavior of the audience. Thesis aims to offer a broader overview to the relationship between movie trailers and viewers and propose a guide how to read audiovisual works critically. The intention is to uncover that the scheme between text and context is characterized by complex processes of mediation and interpretation on the level of production, propagation and reception.

The outcomes of the study can help to understand how viewers as consumers interpret trailers and what is important to them. This thesis can be inspirational to directors (movie and trailers) and to marketing departments. The research is offering an overview into the perception of audience in order to be interesting to students of humanities (e.g. psychology or sociology) as well. Collected data can act as a basic platform for future research.