

This bachelor thesis *Persuasive Communication of Food Companies in Educative Sphere* presents communication activities, which food companies exert on students of culinary schools, the future professionals of gastronomy. The aim is to describe persuasive techniques, which food companies use to influence students. The project contains descriptive analysis of language form used in commercials in textbooks for students. The issue of commercials in textbook is also included and described in general. The project contains statement of a Ministry of Education, Youth and Sports employee, author of one of the textbooks, and professional chefs.