

## **Abstract**

This thesis *Selected aspects of the production of embodiment in tv commercials* works with an assumption that some tv commercials represent specific modality of discursive mechanisms of sexual representation. This thesis applies the works of M. Foucault and P. Bourdieu to semiotic analysis of chosen advertisements. Assuming that advertisements are using body and sexual motives as one of the instruments of power to affect the target groups. Main focus of this thesis is in introduction of discursive models that are used in advertising.

Goal of the theoretical part is to introduce philosophical and sociological ideas and theories relating to perception of physicality, sexuality, power relations and question of subjectivism. The thesis also shows how the role of a body was perceived in different historical eras and how the ways of use of body and embodiment has gradually developed in terms of power affection.

Goal of the practical part is to analyze and interpret the acknowledgments from theoretical part on concrete examples. The aim is, by using semiotical analysis, to reveal discursive practices in advertisements based upon used statements, also to analyze the power affection presented by physicality and sexuality. The thesis presents examples of power affection of advertisements and its specific discursive practices also defining the power and economic sides as well as analyzing sexuality in advertisement.

Three commercials were chosen: for Krusovice beer with actress Vica Kerekes and spots for Dove and its products of the „Pro-age“ a „MEN+CARE“ line. Based on the works of Foucault and Bourdieu discourse, statements, portrayal of embodiment, power relations, subjectivism and usage of sexuality were analyzed in these advertisements. It is crucial to find out from the statements what represents the system of dominance and the mechanism of use of the power relations. This also includes the term biopower, the process of the power function and the influence on private, free, physical as well as mental life of individual human being.

The thesis is also interested if its possible that the discursive practices used frequently in advertisements (for instance unnaturally ideal of beauty or stereotypical conducts) can be breached by stressing the naturallity.

