

## Abstract

This bachelor thesis is an analysis of a nonverbal communication demonstrated on specified TV commercials from campaign Paulus vs. Ihnačák made by company Lidl Czech Republic. This analysis uses TV spots of Lidl company accessible for public on a social network YouTube, channel LidlCeskaRepublika. Analyzed TV spots were chosen from different phases of the campaign from a certain period from 17.9.2013 to 1.5.2015.

It is an analysis of a nonverbal communication and its components applied on an audiovisual marketing material. The work itself put in context nonverbal communication as an academic discipline, a methodology of the analysis, which is based on a methodology from semiotic analysis, application of this analysis on chosen TV spots and in the end propose other possibilities for an application of this analysis in marketing communication and public relations.

Main objectives of this work is to apply practical knowledge from nonverbal communication discipline to analysis of TV spots and to decode possible significance of particular signs. Another goal is via this analysis show possibilities how to use this analysis in marketing communication and public relations discipline. I have found two possibilities to use it during planning process of a TV spot. First option lies in a phase before realization of a TV spot. It can help to improve situations, to clear up significance when different interpretation, low credibility or authenticity is possible. Second option is to use this analysis when TV spot is already made to analyze how particular components of nonverbal communication works. In this case analysis can be used in a phase of testing to prove if targeted group decodes particular significances as expected.