This thesis deals with the role of imagination in the process of sermon preparation. In the introductory part, a clarification of the concept of imagination is delivered, followed by a short introduction to its historical context. The main part of the work studies explores several homiletic concepts discussed in recent decades in European and North American cultural environment, with a focus on the imagination in the homiletical process. Regarding the implementation of imagination, each one of them brings a special approach with its own contribution. In the next part, attention is paid to their reflection. Finally, I attempt to draw my own conclusion.