

## **Abstrakt v anglickém jazyce**

### **Abstract**

The theoretical part of the dissertation thesis dealing with the “Phonetics of Advertising in terms of Perception Assessment” studies literature sources focusing on spoken utterances, namely on language elements of various Czech pronunciation styles and characterizes both radio as a medium and basic principles of the theory and practical aspects of radio advertising. It outlines the grounds for description of phonetic aspects at both segmental and suprasegmental level. It provides basic features describing phonetic characteristics of the Czech language in light of its orthoepic standard. Based on the results of a quantitative survey and namely the perception tests, the goal of the paper is to show potential applicability of phonetics in marketing communications, specifically concerning the variability of the verbal part of commercials reflecting different products and target consumer groups, i.e. to show the potential the Czech language is offering at present and ways of making the most of this potential in radio advertising.