## **Abstract**

This diploma thesis has the goal of providing the broadest possible acquaintance with the phenomenon of suggestion. It covers various findings regarding the topic of suggestion, across both history and expertise. The author chose this approach to best encompass the multidimensional phenomenon of suggestion. That is why this thesis includes an overview of commonly used, but often misinterpreted terms, explanations of the basic principles of suggestion and the broadness of their use, a historical and geographical excursion regarding the phenomenon, and pointing out suggestion in everyday life.

The first to do so in Czech language, the author dissects the cycle of suggestion, as presented by James Rolph, in great detail. To create the cycle of suggestion, manipulation and tricks have been, are being, and will be used. These tactics are close to impossible to track for the academic community, and the therapeutic community should stay far away from employing them.

The author also holds a firm stance that hypnosis is just a construct – hypnosis does not exist as a unique state. This stance is supported by the lack of physiological manifestations, which would be exclusive to hypnosis, as well as current neuroscientific findings.

Related to this, the author examines the controversial state vs. non-state debate and the issue of hypnability scales. The thesis also contrasts academic findings and hypotheses with empirical data gathered outside the marked research areas, and points out inadequacies in certain research, which tasked themselves with creating suggestibility scales.

The thesis explains why scales of both suggestibility and hypnability are an incorrect approach to mapping the phenomenon of hypnosis and underline the misunderstanding of the application of suggestion.

This thesis also includes an overview of Czech literature addressing these topics, as well as a survey of hypnosis and suggestion in the context of Czech Republic.