

Abstract:

The bachelor's thesis is devoted to advertising film and its trends that arose during the coronavirus pandemic. We encounter this genre on a daily basis, but it is generally not given much importance, however we are all consumers of it. Whether we encounter advertising indirectly in our surroundings, we see it in various media, such as television, online platforms or we are advertising ourselves as we consume the given content and use the promoted products. For my work, I chose a specific period that greatly influenced audiovisual content, namely the coronavirus pandemic in the period of about 2 years so far. The work focuses on advertisements that were created in response to this situation and the way how the pandemic focused on the advertising industry, shaped and characterized the trends of the given period.