

Abstract

This thesis aims to analyze consumer perception towards Czech-generated commercial texts by comparing them with texts created by a human copywriter. It serves as an exploration into the persuasiveness of artificial intelligence, specifically generative tools, in the realm of textual content. The work also aims to map the current impact of AI on the communication-creative industry. Using a fictitious brand, it examines potential respondent attitudes towards both written and generated texts. The results reveal that text written by a human professional is generally considered more persuasive. The same conclusion can be applied to the question of creativity, where human-produced commercial texts are regarded as more creative.