

## **Abstract**

### *Non-Verbal Effects on the Television Screen in the „Desszert-type” programs*

Andras Kepes, during his career, produced his talk show „Desszert” in three distinct manners. Initially the shooting was done in a restaurant within a natural environment, then the program utilized a set of a flat on stage and finally it was produced in a studio with a built in design of an oriental cafe. While the style and the level of the conversations were similar within each program, the professional and viewer reception diverged quite significantly depending on the program types. The principal reason to this phenomena, according to the author, lies in the very nature of the non-verbal effects.

The dissertation is also a pioneering work within international level. It is the first study which aims to provide an overview of those main non-verbal effects related to the field of social psychology, cultural anthropology, film and television aesthetics that define the impact of television series of this type.