The thesisentitled "Persuasive Functions of DramaticMovie Structures" deals with the issue of movie structures as anaudiovisual narratives chemesbased on classical dramaturgical models and the possibility of their influence on viewers. The dissertationconsists of twoparts - theoretical and empirical. First part proposes a new classification of dramaturgical movie structures, and point sanoverview of the dramaturgical models most influential on modern screen writing, and poetics of the film and the viewer. The experiment of part two, involving the preparation of aninstructional film in several editing variants and showingit to the respondents, confirmed formulated hypotheses. After the viewing, the participant sperformedvisualized task and completed questionnaires. It hasshown, that the resultsdepend on the usededitingmovietechniques. It confirmedthe hypothesisabout the possibility of influencing the cognitivesphere of the audience, through movie dramaticstructures.