

The diploma thesis „semiotic analysis of pre Christmas commercial spots of the Oskar/Vodafone network“ deals with an analysis of this cell phone operator television advertising which has been broadcasted after its enter onto the Czech market. The thesis has been set in the context of symbolic interactionism and semiotics, or theoretical and terminological framework by a French semiotician Ronald Barthes and his conception of a sign and the process of its meaning construction.

The study is drawn up as a quantitative analysis and its intention is reveal if the qualitative change of the productive commercial information is reflected in the construction of advertising communicates. The attention has been drawn to one main commercial message of the operator in the given year; the examined sample is of 8 spots in the 2000-2007 period.

We have been interested in the kind of means of expression and signs used in the creation of commercials; and if this framework reflects the promoted information like the operator's offer.

Using description of particular signs and their comparison in the context of advertising message as a whole, we have tried to uncover the specifics of the given commercial with respect both to a demonstratively communicated message and the variants of interpretation.

Finally we have evaluated the acquired information and outlined conditions and tendencies which happen during the pre-Christmas campaign of the operator.