

Abstract (in English)

The diploma thesis entitled "Communication and visual presentation of the Girls Without Clothes brand on online platforms and their influence on creating a community of customers" analyzes the image of the clothing company Girls Without Clothes from two points of view. Primarily, it examines the communication of the brand on the social media platforms Facebook and Instagram. Subsequently, attention is drawn to opinions of those customers who follow the brand on these specific platforms. The theoretical part of the thesis focuses on explaining the necessary topics (visuality, community, advertising image, etc.) from the fields of visual rhetoric, image theory and media theory. In the practical part, the company Girls Without Clothes is first introduced and then placed in a competitive environment. The image of the company is explored using the analysis of visual images, focusing primarily on the method of communication. Specifically, the emphasis is placed on significant elements that may appear in communication, such as the use of humor, vulgarisms, being on first-name terms, etc. The various aspects shaping the way of communication are studied in detail and compared with competing local companies Life is porno and Surfr, which are, in some ways, similar to the brand Girls Without Clothes. Following these findings, a questionnaire survey examines how the followers of the brand respond to selected elements that create the company's image. Part of the thesis which deals with the customer attitudes, is focused solely on the company Girls Without Clothes and uses quantitative research to collect answers to questions related to the theoretical part. The aim of the thesis is to analyze the image of the brand Girls Without Clothes and then relate this knowledge to both the competitive environment and the potential community of customers.