

Abstract

This thesis focuses on the representation of unpolitical participants in Political Advertisements broadcast on Czech Television before the elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2021. The aim of the thesis is to reveal the significance of non-political actors in these spots, how they are represented, what narrative function they have within the spots, and what is the relationship between the representation of non-political actors and the overall political message of the spot. To achieve this, a multimodal semiotic method of analysis was used.

The theoretical part offers a definition of advertising, describes the specifics of political advertising and places the subject in the context of political spots. At the same time, the notion of non-political actors is defined and semiotic concepts are introduced, which then form the theoretical framework for the practical analysis. The methodological part specifies the material to be studied, describes the research method used and outlines the specific procedure applied in the analytical part.

The analytical part then answers the research questions that have been posed. The thesis concludes with a summary of the main findings and a discussion of the benefits and limitations of the research. At the same time, suggestions for future research on this topic are outlined.