

Diploma thesis „A Comparative Semiotic Analysis of Týden and Newsweek magazine front page photographs“ deals with a way of reflections of the modern myths that construct a recent media discursus on the front pages of Czech and foreign weekly magazines.

The basic tools of media studies like a sign, code, myth, social construction of reality, representation and stereotype are applied in ten front page photographs of Týden and in the same number of photographs of Newsweek. Their substance is introduced in a theoretical part. The text using semiotic analysis describes the signs used in the first and the second stage of denotation, decodes their hidden meanings, explicates and compares identified dominant ideologies, which are comprehended as artificial constructs from the Barthes's approach point of view. It comes to a discovery that in spite of different time and economic spaces a supposed dissimilarity of mythologic traditions couldn't be proved. Exercitation of media contents in a global scale on the other hand acknowledges a proximity which has not been anticipated.