

The diploma thesis *The Intermediality of Signs in Electronic Communication: the Use of Emoticon as New Means of Expression* provides the medial and semiotic view of electronic communication as non-verbal means of expression. In addition to that, it also tries to reveal its specific features. The diploma thesis presents emoticon not only as a feature of the Internet but it also refers to its intermedial dimension which is apparent in printed media. The purpose of the research is firstly set into the broader thematic context to familiarize the reader with the character of the Internet setting. Furthermore, he/she gets a summary of medial and sign conceptions. In the practical part the knowledge is applied when analyzing individual extracts which prove the intermediality of emoticon. The sign is presented in a magazine, comic, book and commercial where the unifying and different tendencies in its function are discovered on the basis of the medial opposition the Internet – press. The extracts reveal an emotional sign as original means of expression. On the other hand, they repeatedly present it as a stereotypically used myth. On the basis of this thesis the reader learns more about this communication phenomenon. Besides, it is easier for him/her to form an idea on cardinal principles of the signs' function in media.