

Diploma work 'Content analysis of football agents' web pages' deals with comparison of different web pages of football player's agents. It is based on semiotics analysis along with qualitative content analysis. Results of this research shows which monitored signs fits to which category. There are six different categories and two groups of total nine agencies, on which analysis was made. Companies from first group represent less than fifty football players, companies from the other group represent fifty players and more. There are three different hypotheses in this diploma work. First hypothesis was confirmed because bigger companies showed at their web pages more signs which associate the effect of fruitfulness. Also the second hypothesis was confirmed because there is not any agency which does not use at least one sign of exceptionality. At last, also third hypothesis was confirmed. There were monitored more signs of modesty at smaller companies than at bigger ones indeed.