

## **ABSTRACT**

This diploma thesis concerns topic of control within interactivity in the new media. It deals with concept of interactivity from the perspective of the new media and semiotics. Later on it presents insight on different mechanisms and levels of control, which are present within the interactivity. The thesis is focused only on those mechanisms that are aimed at a user. These concern for example dataveillance, data-based discrimination, disciplination, tailoring, monitoring or persuasive games. This line is extended and connected with the contributions of Roland Barthes, Michel Foucault and Vilém Flusser, who dealt with topics such as power, discipline and apparatuses. The aim of this thesis is to find out, what is the position of a user in relation to the mechanisms of control and what are her/his possibilities of action against these mechanisms (if any).

**Keywords:** interactivity, new media, control, surveillance, semiotics, user, data, apparatus