

## ABSTRACT

Presented diploma work called „Semiotic and anthropological analysis of Prague metro“ shows metro to a reader as a place from a semiotic point of view. A metro „user“ plays a key role in the whole diploma work. Apart from dealing with metro as a place, this work also regards a reference of a fixed structure of metro to a city. The work also pays attention to an analysis of signs that can be found there by a metro user and can serve him as a useful tool for better orientation there. In the theoretical part semiotics as a science and its approaches are being presented. The diploma work also deals with a topic of a city from an anthropological point of view. It applies, for example, a question of place and nonplace, picture of a city or a map and itineraries. The applied part of the work presents use of the theory in Prague metro. It also deals with orientation, navigational sign systems and communication systems. Other topic examined in this diploma work is a role of Prague metro and its city surroundings in a mental city mapping done by its user. Besides, the work shows the metro and its surroundings as a place of everyday life.

### Keywords:

Semiotics, sign, communication, binary opposition, connotation, denotation, text, city, image map, places and non-places, place and space, map, itinerary, everyday life, pictogram, Prague metro