

## **Abstract**

This thesis is focused on media ethics and concentrates on moral values in film. The goal of this thesis is to confirm or to disprove the need of applied ethics in film production. The thesis is divided into three parts. The first part is focused on media ethics in film in general. The second part advises about several media theories and film in relation to ethics. The third part is dedicated to film semiotics and values. The core of this thesis is created of several aspects of film such as film editing, language and meaning throughout film acting, sounds and costume. We do not emphasize good or bad impact on film on moral values but we bring out the significance of the value creation process. We underline film creation itself and tools of film production.

The structure of this thesis is interdisciplinary. It is very sensitive to the connection of ethics knowledge, media and semiotics. An interdisciplinary view brings together known facts and a new approach.

**Key words:** applied ethics, media ethics, film theory, film semiotics, moral values