Abstract

Diploma thesis „Mythology and ideology of advertisement in magazine Vlasta from 1947 and 2011“ deals with a specific way of understanding of values by current society, of a role of woman and family expressed by advertisement and where we can find modern myths and ideology.

I chose two issues for analysis, issue 1 from year 1947 and issue 65 from year 2011.

In theoretic part we described the origin of myths, their changes and understanding modern myths by current society. We tried to explain meaning of ideology, understanding of character man and woman in advertisement before and now, semiotic codes as per Barthes, Saussure and Peirce and stereotype usage.

In practical part we tried to find out how myths are connected with theme family, place and a role of woman and ideology of current society. We tried to find modern myths in nowadays and past advertisements. We applied semiotic and visual analysis on every advertisement from both issues, tried to find signs and how they changed.

Changes in mythology are affected by ideology of society, we can see changes in form of advertisement, in issue 65 are mainly colourful photographs, competitions and advertisement for next Vlasta issue.