

The Apple Phenomenon: the Impact of Modern Technologies on Subject

Abstract

The goal of the submitted thesis is the study of the company Apple Inc. in the context of how it is perceived by subjects. After a brief introduction of the company Apple Inc. we will focus on semiotic analysis of the brand Apple, its products and marketing strategies. The object of study will be also a present society, whose distinguishing feature is a consumption, and brand perception of a subject in connection with his identity, image building, lifestyle and an inclusion in the social classes.

The aim is to uncover which importance is attached to consumer goods by a present society, especially goods marked with the apple logo. According to the facts available, Apple has many of its supporters around the world. The object of this thesis is therefore to clarify the role of the company Apple Inc. and prove that Apple is a certain phenomenon, or even a cult, in a current consumer society, which is accompanied by emotions.