

## Abstract

The diploma thesis *Semiotics of point of sale and product merchandising* focuses on studying space as a semiotic phenomenon. Space here will be analyzed in terms of key concepts, such as orientation and identification. The diploma thesis will be based on a comparison of different spaces for consumption, where the space will be perceived as artificial place, whose position is changing according to the development of society.

The main theme of diploma thesis will be arrangement of the space, that means idea how the people in the area of shopping centers are moving in parallel with the city. Shopping center will be the target of my interest, where I will analyze behavior of man depending on the point, which I will lay out in the shopping center.

The aim of the thesis is to find out influences of buyer's behavior, what techniques are used in the point of sale and how brand builds his position.

The research method will be semiotic analysis.