

ABSTRACT

In my diploma thesis I deal with symbolism of the representation of lion in current marketing. My thesis follows the conviction that animals have been playing the important role since the beginning of human history. On the grounds of this persuasion I suppose that the animal symbolism is very easy to decode for people because of their previous experience. In the first instance I define the relationship between semiotics and marketing in my thesis. After mentioning several types of prior texts I maintain the position that the image of lion and its symbolism are identically perceived on the basis of and according with the symbolism of lion in those prior texts in current marketing as well. During the studying of the „lion“ symbolism I use the terminology of some important authors and theoreticians of semiotics – particularly Roland Barthes’s levels of denotation and connotation and distinction of a sign to icon, index and symbol according to Charles Sanders Peirce’s theory. I also employ the theory of visual rhetorical figures. I end my thesis with a simple questionnaire which is supposed to complete and confirm my assumptions of the comprehension of the image of lion in marketing – hence the lion usually appears as a patriotic symbol, secondly as a protector, thirdly as a strong and fighting animal.