

ABSTRACT

This thesis deals with the current media communication, visual image of Barack Obama on the front pages of Time magazine, and the application methods of semiological analysis inspired by Roland Barthes. Semiological analysis is performed on selected front pages of Time magazine. There is always determined and described the method that is subsequently applied at the beginning of each analysis. Utilized concepts are reading the image, denotation, connotation and myth. Attention is also drawn to the concept of photography and the relationship between text and image. The work refers to the use of Barthes theoretical concepts in contemporary visual communication. I also focused on innovation methods semiological analysis using knowledge of social semiotics. The basic reference lines and hypotheses include: efforts to use concepts of denotation, connotation and myth in the analysis of visual images of the known politician, monitoring the relationship between text and image on the front pages. The analysis results are reviewed and supplemented by analysis of trends in the composition of politician image. The work examines the applicability of semiological methods in visual environment and also focuses on the results of the analysis. The image of Barack Obama is a sort of visual communication, where the media affect the way of final perception of politics by the audience.

KEYWORDS

semiotics, semiological analysis, reading of image, denotation, connotation, myth, social semiotics, Barthes, Time, Obama