

ABSTRAKT-aj

The aim of thesis is semiotic analysis of chosen audio-visual commercials of children's products. The thesis will contain introduction, ending, theoretic part and empiric part. I introduce semiotics and its classification like subject of science in theoretic part, explain concept of sign, semiosis and conception of sign by three representative of semiotics-Ferdinand de Saussure, Charles S. Peirce and Roland Barthes. Next I will focus on commercial. I will describe commercial discours, communication and marketing mix and classification of commercials. I'll introduce television as medium of commercial and come to the psychology of commercial where I will apply of methods gaining attention of consumers. Next I will apply children's consumer, children's marketing, children's and television commercial, how perception of television commercial influences children of different age, how to eliminate influence of commercial to children and in the end regulation of commercial. In empiric part I will do semiotic analysis of chosen audio-visual commercials of children's products.

I introduce method of research and I will make efforts to confirm hypothesis, that commercials use as method gaining attention of children's primarily emotions, but when it is commercial of children's product aim at adults (nappies, children's nutrition) use rather method of providing of informations. Next I will study which myths of present commercials of children's products support and I will concentrate on occurrence of index, icon and symbol too.