

## **Abstract**

The master thesis focuses on the topic of the media construction „toy as a product“ in the television commercials. The main reasons for choosing this topic is mapping of means of media construction of a toy in television commercials, defining semantic structures which the toy is situated in and identify concrete meanings that are usually linked to the toy in commercials. The field of investigation interest was defined in the theoretical part and was situated into a narrower connection in the context of this work. Both the role of a toy in society and its interpretation within culture, ideology and advertisement are defined. We work on the findings in the theoretical part where we identify dominant semantic frameworks which the toy is put into, based on the cultural-semiotic analysis of the contents of television commercials. We also try to discover whether the “toy as a product” in commercials is represented as a socially integrating means. Further we survey whether the television commercials represent “toy as a product” as a pro-family means and what communicative strategies the commercials mostly use for that. All these findings help us to reveal this problematic of media construction “toy as a product” and its socio-cultural dimension.