

Abstract

In this thesis I aim to apply some late Wittgenstein's thoughts and ideas (mainly those of *language-game*) to media studies. For argumentation sake, both mediated communication as whole and various parts of mediated communication are perceived as self-aligning language-games. These are forms of communication wielded only by implicit rules which are determined by *usage* of relevant signs. The key ideology here is that of *pragmatism*. Meaning of words and other signs is also determined by their usage in relevant language-game (e. g. article in paper, certain kind of TV show, etc.). This notion of various forms of mediated communication leads to a belief that they possess only a very limited ability to outreach their context (of a genre and to more extent mediated communication as a whole). This theory is compatible with Jean Baudrillard's concept of *simulacra*. These are symbols without meaning based in reality. Instead they form a (hyper)reality of their own. What both scholars teach us is that symbols can be properly understood only within their context. Mediated communication according to my application of Wittgenstein has always a *single meaning* that is determined by "the way the communication go". I also consider few objections to this "totalitarian" conception, most importantly Umberto Eco's theory of *open text*. As valid as this theory may be in general it does however not bring much merit to media studies as most of "texts" produced by mass media are not open. Considering three of most influential media studies schools Wittgenstein style is most compatible with that of The Birmingham School in cultural studies.