

Abstract

The presented thesis will examine tools of animated commercials on the basis of semiotic analysis of TV advertising. The animation is usually connected with children's or family movies, however it is also extensively used in commercials, which are designed to affect adult audiences. The goal of the thesis was to find, how animated commercial attracts customers and how it differs from played ad. Therefore the underlying hypothesis is that animation is not just for children, but it may just as well successfully work in production for adults. The thesis is also based on the assumption that animated advertising uses other tools to capture the viewer than advertising played.

The theoretical part is focused on presenting animation, its development, specifics and methods of analysis. Also it is focused on semiotic and practical side of advertisement and visual signs of image. In the practical part I will compare selected animated and played ads. My effort will be to describe tools of animation in commercials and to discover how they differ from played ads.

Key words: semiotic in advertising, advertising, TV advertising, animated ad, animation, semiotic analysis, encoding, denotation, connotation, image