

Abstract

This thesis deals with the poster of the Nazi Third Reich and the ideology shaped by the images and text communication, which it presents. The work looks at the poster as an important medium of communication that served Nazi propaganda to spread National Socialist ideology. This thesis aims to analyse these myths and debunk them in the way how Roland Barthes defines them in his book *Mythologies*. The author of the diploma thesis applies the traditional method of qualitative research of the media content - mythological and semiotic analysis - to demystify the myths and semiotic characters used in the selected Nazi posters. The first part of the thesis contains terminology, the second part presents the analysis of the individual posters, which are divided into several groups. In the conclusion of the thesis, the author presents a list of common symbols and myths, which are the result of the analysis.