

# Abstract

The thesis deals with representation of cyborgs in advertising on mobile phones from Apple and Samsung. The aim is to show how this theoretical concept – a cyborg as human in intimate relationship with technology – is depicted in advertising. The concept of the work deals with the origin of the term cyborg, its development and its display in art, literature, movies and in works in field of humanities. When examining cyborgs, we use notes from philosophers and science historians, D. Haraway, K. Hayles, A. Clark, W. Mitchell. Their concept of the cyborg is more about mental rather than physical connection to the machine. Here, the mobile phone is used as an extension of people's skills, mental and physical, even without having the device implanted into their body. It corresponds to the idea of human as a cyborg, because the phone as a technology and its user creates a single being, which is now part human part machine. For theoretical base, papers on visual communication, advertising and semiotics were used. This thesis intends to defend the idea of humans as cyborgs and to show how advertisements display relationship between humans and technology, and how new positions of power are created in this ideological environment.