

## **Abstract**

This diploma thesis discusses modern myths that appear in the selected audiovisual commercials. The commercials are part of the advertising campaign for a Galaxy Note 3 device produced by Samsung Company. The campaign was launched in the fall of 2013 and continued through the spring 2014. As Samsung is also one of the official partners of the Winter Olympic Games in Sochi, some of the analyzed content is dedicated to the relationship between the two.

Semiotics and marketing communication provide a broad theoretical framework for the later semiotic analysis. The chapter on semiotics discusses the modern perspective on the sign theory, offering Ferdinand de Saussure's and Charles Sanders Peirce's points of view. The main focus of the thesis is, however, on the process of the so-called secondary signification and modern myths creation introduced by Roland Barthes in his *Mythologies*. The marketing communication chapter then introduces several theoretical starting points in the field, various marketing models, and the communication mix with the focus on advertising, its components and potential psychological effects.

In the final part, selected commercials are introduced along with the plot description and a semiotic analysis of the environment, characters, individual elements, images, colors and the sound. The analysis follows Roland Barthes' method as he demonstrated in his book *Mythologies*, and thus attempts to reveal modern-day myths hidden in the stories of the selected commercials. The detailed description and subsequent interpretation together provide a thorough and more studied understanding of the individual advertisements.