

Abstract

The subject of this thesis is the analysis of promotional materials of the sports event – European Indoor Championship in Athletics, which took place from 5 March to 8 March 2015 in Prague. For this purpose, the method of complex semiotic analysis is used.

The thesis includes introduction into context. Theoretical background of chosen method is not omitted. In the thesis is explained the application of semiotic analysis to the selected problem. The main and secondary research questions are defined and there are specified the forms of promotion or types of media, on which are the partial semiotic analysis performed, too. This thesis is aimed on revelation differences in promotional materials of the event targeting the general or the professional public. For this reason, in the course of selecting the specific forms of promotion, which are included in the research, was paid attention on the similar characteristic of the pattern for each target group from the viewpoint of media mix.

In the sections dedicated to the research are, by the semiotic analysis, analysed chosen promotional materials targeting the general or the professional public. There are interpreted the meanings of symbols and codes used in the promotional materials.

Outputs arising from the analysis are evaluated by answering the research questions. We can say that promotional materials of the event targeting the general or the professional public differs significantly.

The forms of promotion targeting the general public try to attract most of the public by using various ways of promotion. We can also identify the emergence of the myths, linked to the Czech representatives Pavel Maslák and Zuzana Hejnová. On the other hand, the promotional materials targeting the professional public rather remind the date of the European Indoor Championship in Athletics 2015 and inform about interesting facts related to this event, while maintaining the unified style of the campaign.