

This diploma thesis deals with media image of Apple Inc. in selected Czech internet media. It presents Apple Inc., its evolution and Steve Jobs's personality. The theoretic framework is semiotics and main method is semiotic analysis. There is also an introduction to the selected Czech internet media - iDnes.cz and jablickar.cz. These are the sources of articles that have undergone semiotic analysis and are followed by comparison. The results of analysis is a phenomenon showing that the level of positivity of Apple products presentation in selected articles is lower after Jobs's death compared to the level of positivity of Apple products presentation during Jobs's life.