

Abstract

The diploma thesis aims to deal with a semiotic analysis of three selected Czech humorous Facebook pages. These are "*Martyho Frky*", "*Opráski sčeski historje*" and "*Stay Z*". The thesis is divided into theoretical and practical part. The first part introduces the field of semiotics, with a brief focus on its history, followed by the different concepts of the sign according to the theoreticians Saussure and Pierce, and the description of the levels of signification and semiotic analysis. The theoretical part then continues to explore the Facebook social environment and definition of comic and humour through means of brief description.

The practical part consists of the semiotic analysis of selected Facebook posts. In all three cases, the page is briefly introduced and then, with denotation and connotation, each post and the essence of its joke are examined. In the summary of each page the visual and linguistic means are described. Topics of the posts and description of the model reader are also dealt with. The analytical part ends with a general summary of all selected pages. The difficulty of decoding, originality and embedded ideas are also covered. In the final summary of the analytical section, the thesis also asks the question whether these humorous posts could work offline as well. The work therefore proceeds from a specific analysis of each post to a general description of the functioning of all three sites.

At the end, the diploma thesis lays out a summary of the acquired knowledge and evaluates the analysis.