

## **Abstract**

The thesis entitled Comparative Semiotic Analysis of Czech and Korean version of Elle Magazine Advertisings deals with the comparison of advertisings in the Czech and South Korean versions of global lifestyle magazine ELLE in terms of semiotic analysis.

The thesis is structured in classical terms with theoretical starting points representing three key areas needed for analysis. The first part deals with the concept of the media, media product and its content. It also provides information about the ELLE magazine and its internationalization with special emphasis on South Korean cultural specificities. Also it cannot be forgotten the chapter devoted to the theory of social construction of reality based on the work of Peter Berger and Thomas Luckmann. The second part is key because it brings knowledge about the semiotics and the main representatives of the field. The thesis thus represents Charles Sanders Peirce, Ferdinand de Saussure and especially the mythology of Roland Barthes. The last theoretical part looked at the essence of marketing communication and advertising and the use of celebrities in advertising campaigns.

The analysis part as based on the theoretical basis focuses on the semiotic analysis of advertisements targeting the Czech and South Korean markets, with almost 470 campaigns in the analysed period. The thesis then reveals the used myths that are present in ELLE magazine and points out the common and different characteristics.