

## **Abstract**

This bachelor thesis, based on semiotic analysis, analyses audiovisual commercials. It consists of two parts, a theoretical and a practical one. The theoretical part describes semiotics as science, examines its history, development and modern phase. In this part, the sign is determined as the original element of the whole semiotics as a science. Further, advertising is described as a communication act and audiovisuals elements of advertising are also described. Concurrently, the knowledge obtained while studying semiotics is extended. This extension means that there is room for description for several other related phenomena, such as denotation, connotation and myth. Roland Barthes Mythologies is being used in this part, too.

The practical part contains two following sections. The first one deals with semiotics analysis itself. The analysis was made on selected TV commercials ads of the Air Bank brand and was based on Roland Barthes Mythologies. Barthes approach was chosen because it does not limit us only to only one method and lets us research all elements of advertising, for example story, scene, image and sound. The second part is a personal interview with the author of these commercials, Mr. Tomáš Belko, creative director of Ogilvy & Mather, s.r.o advertising agency. The aim of this section is to investigate the development of whole communication concept, which is being used in the Air Bank commercials. The research also comprises a confrontation with the knowledge obtained on semiotics analysis.