

Abstract

This diploma thesis approaches persuasive communication of a chosen company from the point of view of semiotics. It focuses on main areas of Victoria's Secret communication, mainly their well known The Victoria's Secret Fashion Show. Selected seven video samples over the three-year period cover the main segment of its communication (television advertising, TV broadcasted fashion show) and the means this company uses to approach its audience. We were interested in how the media message is constructed and what the predominant themes are. Also, if all levels of the message correspond with company's promoted values. The chosen method of research is semiotic analysis, applying conceptual framework of Roland Barthes and his terminology and methodology used for revealing of a built-in ideology. The sample is examined in terms of storyline, definition of primary and secondary signs, description of technical codes and syntagmatic and paradigmatic sorting. Gradually, the meanings of signs in both primary and secondary level of signification are identified along with present myths. This analysis focuses on proclaimed image of a woman and power in comparison with those communicated. In conclusion, a myth of the Victoria's Secret brand's communication is formulated and discrepancies in communication with the message's recipients are evaluated.