

## **Abstract**

The thesis deals with a visual and sound interpretation of a loot boxes opening process in selected video games from the semiotic point of view. The theoretical part deals with history of additional monetisation on the games market, a loot box concept and semiotics as a science. Due to raising costs of games designs together with big companies investors' expectations, the games publishing houses try to obtain further incomes. Therefore, additional monetisation in a form of in-game shops is a growing trend and it is often accompanied by loot boxes. They represent a form of gamification of virtual assets purchase through a random chance to obtain assets both with lower and higher prices than the original deposit. Frequent use of these on the games market brought many waves of criticism and not once a controversial situation in which the designers were accused of hidden gambling mechanics implementations in games for teenagers. The practical part analyses loot boxes behaviour in games, describes common features and differences and looks for the most probable way of objectives and meanings of notifications explanations interpretation which the designers attempt to relay.

The surveyed titles were selected on the basis of active players, genre and price. It goes through individual aspects of loot boxes in the context of games in which it is included, and it deals with their signs and signals on the basis of the information from the theoretical part.