

Diploma thesis „Mythology and ideology of “children's“ semantic codes in the magazine Sluníčko before and after year 1989“ deals with a specific way of construction of reality. We worked with two volumes, No. 20 and 40. Theoretic part deals with the description of main method – semiotic analysis, but also with psychological development of a child, genres intended for a child reader and with the transformation of mythology.

We tried to detect myths connected with some topics (family, festival, education, work and differences among people). We carried out semiotic analysis based on the Barthes' theory of mythology and ideology. We studied what happens with the parts of sign in the prime system, if they move into to the secondary system. Barthes called this system metalanguage or also a mythological system.

Another chapter deals with advertising that appeared in volume 40. According to the primary hypotheses there aren't changes in mythology and ideology. After we had analysed texts and also some pictures, we recognized that our inquests aren't definite. The myth has not been transformed only in the event of some subjects (e.g. family); changes in mythology are connected with an ideological transformation (e.g. subjects work and festival).