

ABSTRACT

The Semantic web was created for a purpose of conceptualization data available on the Internet. Through formalized representations, that are determined for data sharing and reusing, should have been its vision realized. Main aims of Semantic web are high exactness and relevance for searching question. The controversy and polysemy of the term „Semantic web“ let us consider the question: „Where is the limit of involving semantic aspects provided on Semantic web?“ Is it not only the amount of determinations of specific standards that are connected with data itself? The main aim of this thesis is the comparison of using terms on the Semantic web in semantic metadiscourse with traditional academic semiotics approaches appeared from pragmatic of Ch. S. Peirce, Ch. W. Morris and H. P. Grice. The thesis should help with mapping the problematic area that is connected with using terms like „meaning“ and „understanding“ and clarify the possibilities of the function of the Semantic web based on the semiotics conceptions.