

This dissertation is devoted to the exploration of a new communicative phenomenon in Czech society – non-commercial advertising. I analyze advertising in the form of posters or billboards from a linguistic and semiotic point of view. On the structural level, my primary orientation is toward researching the constitutive elements of the advertisements, the relationships between the semiotic modes utilized, and the relationship of advertisements to other texts and genres from the discursive world of Czech society. On the processual level, I examine the way in which sense is made of the communicative object. The project is interdisciplinary in nature, connecting linguistic, semiotic, and sociological approaches, with a philosophical foundation laid in the work of Alfred Schutz. The text consists of two parts. In the first of these, I consider the topic from the analyst's perspective. Employing theories of the sign, genre, discourse, multimodality and argumentation, I analyze several tens of non-commercial advertisements which take the form of posters or billboards. The second part is devoted to the perspective of ordinary recipients. Using the method of focus groups, I investigate the interpretive processes of members of Czech society. In the concluding section, I characterize non-commercial advertising in terms of semiotics, genre and discourse.