

Abstract

Bachelor thesis „A comparative analysis of cover pages of magazines Respekt and Reflex in the period of 2009 - 2010 (textual and semiotic comparison)” deals with semiotic analysis of the cover pages of two similar weekly magazines in the same period. Research sample includes five covers of each magazine which shows Czech political figures. The first part of this thesis it describes the theoretical essence of semiotics. The second one is about magazines and theory of cover. In practical part analyses the covers of both magazines with the aim of overall comparison in terms of their communicating intentions, construction of reality and its work with myths and stereotypes. Visual and language codes are studied in terms of denotation, connotation and implied postmodern myths. In the recent media discursus has been interpreting signs and symbols, decoding the hidden meanings and perceptions of the dominant ideology in the construct of reality. Attention is focused on the design of Reflex’ photomontage and Respekt’s drawing, as well as on composition, colors and using stereotypes. Result of analysis shows a consistent approach of both magazines to the dominant ideology, but a different approach to construct reality and creating the communication plan, which comes just from the way of processing.