

1. Abstract

This dissertation is focused on the relation between social system of values and advertisement as an authentic and powerful form of communication. Dissertation firstly summarise relevant theoretical approaches from the field of development of values and also from the field of media theory, upon them is creating its own method applicable for the analysis of selected case studies.

Core of the dissertation lays in clarification of interaction between advertisement and system of values where the pivotal role plays the concept of "value field" which is constructed by the ad message with purpose to enforce given element into the social reality shared by the recipients of message. The way how ad message makes construction of its value fields is explicated through the deconstruction of selected ad messages.

Dissertation further points out several derivations of value fields - constructions used by advertisement producers for the easier overcoming of barriers related to ad messages, particularly to the expediency of them. Last but not least dissertation puts forward cautions about some risks and challenges caused by close interaction between advertisement and system of values. Dissertation concludes by proposing solutions to how eliminate them.