

Abstract

The significations found in content aren't only explicitly present in the surface structures, but they're also built deep inside human mind as the basic semes – the minimum units with a signification. In the diploma thesis “Internet Marketing Influence on Internet Media Content and their Users at Czech Media Environment” we use a qualitative analysis method composed of the semiotic and the narrative analysis to describe and interpret the chosen samples of internet marketing content. The semiotic analysis helps us to interpret both the basic surface and deep significations present in the visual and text code of the interpreted samples. The narrative analysis unravels a narration the act is constructed from followed by interpretation. The application of both the methods allows us to identify myths in the narratives.

The aim of application of both methods is to describe specific and repetitive deep significations and narrations individual communicates are built from and thus characterize internet marketing media discourse. The narratives form a basis of the interpersonal communication; they allow us to preserve and communicate significations through them. All the narratives of the interpreted samples of content were constructed with a basic conflict (or contradiction) and presented to the public through a narrator who, in the most of the cases, wasn't clearly differentiated from the main protagonist of the narrative; this is commented in details while interpreting the specific samples.