

My thesis is devoted to the topic of symbols in media messages. I choose this topic mainly because I work in media communication, specifically in the field of public relations, and that is why I wanted to focus on the area that is close to me not only professionally. Symbols are one of the signs whose meaning depends on the cultural or social context and the value system. My intention is with the help of various methods of semiotic analysis to show how media messages are full of symbols and that we are often not aware of their meaning and affect on us. Media messages are all around us, and thus we are confronted with them every day. It is important to be aware of their meaning because they are part of our cultural environment and thus they affect us backward.