

ABSTRACT

The aim of thesis is semiotic analysis of chosen audio-visual commercials of children's products. The thesis will contain introduction, ending, theoretic part and empiric part. I introduce semiotic like subject of science in theoretic part, explain concept of sign and semiosis. Next I will describe concepts „denotace“, „konotace“, verbal and nonverbal signs. Next I will focus on commercial. I will describe commercial discours and semiotic in commercial. I'll introduce television as medium of commercial and come to methods gaining attention of consumers. Next I will apply children's consumer, children's marketing, children's and television commercial, how perception of television commercial influences children of different age and how to eliminate influence of commercial to children.

In empiric part I will do semiotic analysis of chosen audio-visual commercials of children's products. I introduce method of research and I will make efforts to confirm hypothese, that commercials use as method gaining attention of children's primarily emotions, but when it is commercial of children's product aim at adults (nappies, children's nutrition) use rather method of providing of informations. So it use different elements of signs. I will simultaneously expect reciprocal harmony between visual, verbal and audio point of commercials.