

The Diploma thesis *The Semiotic Analysis of campaign spots of parliamentary election in 2013* uses the semiotic analysis to analyse campaign spots broadcasted by the Czech Television before the elections in 2013. With regards of the purpose of this paperwork we chose the spots of victorious political parties, the ones who have exceeded the minimal level of 5% of total votes to gain the mandate, thus ČSSD, ANO, KSČM, Top 09, ODS, Úsvit and KDU-ČSL. We emphasise signs and means of expression used in chosen campaign spots. The aim of this paperwork is to answer the question what message campaign spots address to voters. Moreover, the diploma thesis tries to answer the question, if all victorious campaign spots contain the same signs and means of expression which could help them to influence the result of elections. The hypothesis of this diploma thesis suppose that all campaign spots will contain the same signs and that they will ask people to vote. Furthermore, we expect that none of the campaign spots will directly criticize other political parties or their policy. The theoretical part of the paperwork presents the basic concepts of political communication, political advertisement and its regulation in the Czech Republic. The paperwork introduces the electoral system of the Czech Republic and current political situation as well.