

## **Abstract**

This diploma thesis analyzes the concept, meaning, and transformation of the role of love at first sight in select literary pieces. The introductory work focuses on the decoding of love as a social phenomenon and the eternal theme of human creation, in addition to understanding the implications of the theoretical concepts of Niklas Luhmann and Roland Barthes. Their work communicates the concepts of love and love at first sight by using codes and figures that are elucidated by selected literary works.

The aim is not only to illustrate the concept of love and love at first sight, but also to verify the hypothesis that within the ego, as approximated by Luhmann, it is possible to find fractions of discourse that appear only in language, as exemplified by Barthes' figures.

## **Keywords**

Love, love at first sight, code, ideal, paradox, autoreference, figure, Niklas Luhmann, Roland Barthes