

Designed as a theoretical and empirical study, this master's thesis introduces a film (serial) phenomenon in a variety of perspectives: as a technical image, as a medium of specific film signs, and also as a message communicated through mass media. Through a comparative analysis the theoretical part of the thesis defines the methodological and theoretical framework for interpreting film as a technical image and a sign system. The second part of the thesis analyses TV seriál Četnické humoresky by means of Tudor's semiotic method. It attempts to provide some of the potential meanings communicated through a specific film world, content and form, and at the same time it applies them to the theoretical basis and results provided in the first part of this thesis.