Abstract

This thesis analyses historical development of identity and its semantic and semiotic presentation in present society, which formation was influenced by development of new media technologies. This analysis should demonstrate, that two basic contradictory attitudes towards virtual identity, we concurrently encounter in contemporary theories – 1) Virtual identity as a contrariety to the real one, virtual identity as something simulated, deceptive and delusive; and 2) Virtual identity as a continually reconstructing contingency of self as something complex and decentralized; – are caused by different historical establishment: while the first derives from historically antecedent universalism, the second one reflects postmodern approach.

In the point of view of postmodern conception there is no significant difference between identity in the „real" world and virtual identity, because in this conception, identity is generally perceived as something constantly reconstructing and multidimensional. The difference between real and virtual identity is only in its presentation tools and in its special context, that is more fragmented in virtual space and when presenting one-self and interpreting its implications, it is necessary to be aware of it.

Keywords: identity, self-presentation, semantics, semiotics, postmodernism, virtual space, sign