

Abstract

This dissertation explores specifics of media semiotics as a method of media content analysis. The main research sample consists of mediasemiotic studies, in the second place of studies within other applied semiotics and methodological publications on the subject. The research method is a discourse analysis, done on all levels from micro- to macrostructures, specifically on levels of language, intertextuality, narrativity, discussions, discourse models and discourses. The analysis also took into account interdiscursive relations between media semiotics and media studies, theoretic semiotics, and other related disciplines, as well as the question whether bringing concepts from these fields into media semiotics involves some transformations of these concepts, and how are these transformations related to the nature of the given discourses. The main contribution of this dissertation is introduction of the principle of modularity. It is a specific way of employing analytical functions into an analytical engine, which was present in all researched media semiotic studies, but also in the studies which belong to other applied semiotics (movie semiotics, anthropological semiotics, semiotics of law), and to discourse analysis as well. The modularity is an autonomous principle which must be, in case of the forenamed methods, always necessarily present. Yet, it is a principle which is not treated at all in relevant literature. The dissertation introduces the discovered characteristics of modularity, and in conclusion it offers possible benefits of using the principle of modularity consciously.

Keywords

modularity, media semiotics, discourse analysis, methods of media research, methodology of science, applied semiotics