

Abstract

The presented thesis proposes a new typology system for Czech-language email spam. Its categorization is based primarily on the persuasive method used. Particular factors relevant for the classification are derived from subsurface observations via the method of semiotic analysis. The multi-layered typology differentiates between spam sales and imitation spam, between identity-imitating and situation-imitating spam. Another layer of categorization identifies the area of incentive for the desired action. The areas are finance, health, sexuality, and consumption. Ideological spam is recognized as a separate category. The typology derives validity from its application to a sample of Czech spam emails originating between January and April 2023. The method used is quantitative content analysis, which allowed the observed characteristics to be presented in a statistical context. Furthermore, it made it possible to elementarily map the nature of spam appearing in the email inboxes of Czech-speaking recipients at the beginning of 2023. The research is based upon a survey of existing typological systems and cases of the application of semiotic analysis to email spam. Theoretical research pillars are the concepts of the social role, speech acts, mythology, and uncertainty of meanings in communication. The anticipated contribution lies primarily in the field of facilitating further scholarly mapping of the vast and heterogeneous phenomenon of spam. Potentially also in the practice of education in cybersecurity, through mapping the persuasive methods that make spam dangerous.