The history of Hollywood films in the spy genre has been indelibly marked by the 22 films based on Ian Fleming’s 007 novels. The research uses qualitative semiotic analysis to identify how signs of all sorts, which appeared in the posters of all 22 official James Bond films, changed from 1960s to the first decade of the 21st century.

The research will focus on signs such as actor's and actress' costumes, weapons, poses, titles and other written materials and backgrounds.

By the study of all signs in the poster, the research attempts to locate the elements in 007 film posters that attracted audience and made the 007 series films one of the most successful series films ever produced in film industry.