

Abstract

This master's thesis deals with a genre expectation from an advertising photography in magazines from 1970 up to the present. The intent of a theoretical part of the master's thesis is to characterize the advertising photography and compare it with other photographic genres such as journalistic, documentary or artistic photography, because each of those genres is characterized by different modes and so, each carries considerably diverse expectations. And thus, an attention is paid especially to a photography composition within the scope of those individual genres. However, in connection with the comparison of the advertising and journalistic photography, I also focus on regulations, which limit these genres. Further, the aim of this thesis is to map the limits of the genre of the advertising photography and depict, with the use of the particular examples, what stereotypes, prejudices and standards are used in the creation of the advertising photographs and how it ends up, when they are broken. Nevertheless, in the theoretical part I also deal with it, what does it mean a term illustrative photography and where this term is used. The practical part of the master's thesis makes it the goal to clarify, thanks to a research method of a qualitative analysis, what female readers of the lifestyle magazines expect from the advertising photography in these magazines and how can be disturbed their expectation.

Keywords

Advertising photography, illustrative photography, talking metapictures, genre expectation, multimodality, Oliviero Toscani, Gunther Kress, William J. T. Mitchell.