

Abstract

The diploma thesis *The Photo Album and Syntagm in the Web 2.0 Environment* deals with problems of digital photographic collections shared in the web 2.0 environment. The thesis tries to express the basic principles of online photo albums referring to their characteristics, social function, method of arrangement and classification of individual photos. The aim is to verify the assumption that the photo album in the web 2.0 environment loses its narrative function and becomes a set of photos as modular fragments, whose sequence is made to be easily rearrangeable. The thesis is outlined in an interdisciplinary method, in examining of web photo albums it combines knowledge from studies of new media, sociology, philosophy and semiotics. The diploma thesis verifies validity of new medial theories of Lev Manovich in the environment of web digital photo albums and continues in his analyses of behaviour of users of the Instagram social network. As a part of the thesis there is also the own quantitative research, which with its form approximates to the sociological study of Pierre Bourdieu in 60s of the 20th century, devoted to social use of photography. On the basis of the above mentioned theoretical knowledge and his own research we determine what changes of organization and social function of photo albums occurred for the last half of a century.

Keywords

Photo album, digital photography, social networks, new media, web, produsage, modularity, semiology, syntagm, narration.