

Bibliographical Reference

Hunek, F. (2019). *The problems of visual content on social networks: An analysis of user filters implemented on Instagram*. Prague, 2019. p. 123. Dissertation thesis (Ph.D.) Charles University in Prague, Faculty of Social Sciences, Institute of Communication Studies and Journalism. Lecturer: Doc. Mgr. et MgA. Filip Lab, Ph.D.

Abstract

In this dissertation, I am mainly focusing on photographic social network Instagram. It is the photograph that plays a crucial role in shaping the awareness of one's own identity and belonging to a community. Through photographs, on the one hand, we perceive the world and store our individual (Van Dijck, 2005) as well as our collective memory (Pink, 2011). On the other hand, photographs serve as a means of self-expression (Tinkler, 2008). Moreover, today's time is greatly fragmented, discontinuous, and episodic, which, on the other hand, leads human individuals to constantly legitimize themselves as unique and authentic individuals (Bauman, 2002). Furthermore, this constant communication via photographs requires a continual adaptation to the media messages, which puts an increased emphasis on visual communication as a field of social sciences, tightly connected to media studies. In short, the main goal of this dissertation is to introduce an analysis of several significant digital photographs shared recently via Instagram, as well as filters used for both production and consumption, and highlight some of the communication strategies encrypted in them. For the interpretation of those photographs, I am using four research intellectual traditions, i.e. cultural studies, semiotics, discourse theory and postmodern thinking.

Keywords

Instagram, Digital photography, New Media, Visual Communication, Software Studies,

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