

## **Annotation**

This thesis, *Tropes and Successful Photographic Strategies on Instagram*, combines theoretical part with content analysis. Its aim is to confirm the proof of repetitive contents – tropes – throughout different Instagram accounts of selected photojournalists and an interpretation of the analysis outcome as photographic strategies, of which tropes are a part of. First chapter describes how the photojournalistic field changed under the emerge of social networks which brought new possibilities to working with images. Furthermore, it defines the Instagram environment and its contemporary functions, with reflection of the impact social networks had on the visual of photographs shared on those networks. Such tendency is called as instagramism. Next chapter deals with the topic of iconic photography and its current state which provides basis for the trope theory that is fundamental for the thesis because the research part is based on that theory. Methodology I chose for this research is content quantitative analysis inspired by the work of Marta Zarzyka and Martijn Keppe. The main research question is if it is possible, that some tropes are frequent due to being a part of certain photographic strategy. The analysis focuses on the frequency of tropes in selected sample of images and results answer main research question. In conclusion, the thesis summarizes information that was found and puts it in context with possible photographic strategies used on Instagram by photojournalists.