This bachelor thesis is about photography and its role in marketing communications. To demonstrate how it works I decided to analyze the advertising and fashion work of one of the most interesting and appreciated contemporary photographers. David LaChapelle's images also convey a lot of messages, which could be easily marked as myths of today's western civilization.

My intent also was to describe the stunning history of photography's development and how advertising industry adopted photography as a very powerful instrument to form consumer's opinions and behavior. Some individualities and regimes used the power of images to motivate the people against the enemy or to maintain their own position.

In the second half of the twentieth century photography became a standard in advertising, which meant that every ad was supposed to be somehow interesting to be effective. This was the time when advertising agencies started to concentrate their creative effort on how to communicate with relevant target groups by photography, which is able to convey a lot of information about a product and some emotional message in a very short time.

David LaChapelle knows how to do this and keep his artist integrity at the same time. We can find almost every tool, that is advertising photography using nowadays in his photos, yet there's still room for artist's own message, which even multiplies the communication effect, so his campaigns are usually very effective. The messages of his can often tell us a lot about ourselves, our way of life and the environment that surrounds us. This is one of the reasons why LaChapelle is praised by art critics, advertisers and lot of celebrities want to have a bizarre portrait made by him.