

Title of the Master's Thesis:

Using photographs in marketing campaigns on social networks

Abstract:

This master's thesis focuses on the issue of authorship of the photographs used in marketing campaigns on social networks. For the purpose of dealing with this matter, the thesis defines how the company which is willing to use the photographs in marketing campaigns on social networks, should act so that there wouldn't be any violation of authorship of photographer or any violation of the photographed person's rights. The thesis also specifies the matter of another author's work that could pose as a theme of a photography. The thesis deals with the issue of in which circumstances could the photography be used on social networks. The text of this thesis itself is divided into eight chapters. At first the topic of photography is specified not only from historical side but also from the legal point of view. Moreover, there are individual aspects of authorship related to photography as authorship and photographer's right. Text of this master's thesis defines personal and property rights to photograph. The thesis also deals with restrictions associated with capturing someone or somebody else's belonging in the photo. It also describes the issue of usage of a photography without author's permission and mainly with the permission of the author. Concerning the topic of the thesis, the text also covers the license agreement and photographs from photo banks which are used very often in marketing. In the next part is photography as a part of the marketing campaign and using of photography from the view of copyright. Then, the work deals with the problem of social networks in relation with using photographs on social networks, both in general and on particular networks Facebook and Instagram. In the end, it summarizes when it is possible to use a photography in a marketing campaign on social networks.

Key words:

photography, marketing campaign, social network, copyright, use of photography