Media had a decisive influence on the live of 20th century society. This impact reached its first peak in the time between the World War I and II when mass media evolved, thanks to the technology and consumption society development. Their significant part was also photography. At that time it was perceived as a literal copy of reality but some people rather used its ability to alter or change the reality. One of the disciplines which used this relatively new medium for its promotion and popularization was a modern architecture. This thesis deals with forms of architectural photography in Czechoslovakia from 1918 to 1948, factors determining these forms but foremost by ways the architectural photography helped promoting modern architecture.

From its beginnings the history of photography is inseparably connected with capturing architecture. At times when long exposures were necessary architecture was a convenient motionless subject. In the 19th century the architectural photography primarily developed with industrial development which was accompanied by construction of new industrial buildings. Even then these pictures served as the means of progress promotion and their iconography referred to it (structures, factory smokestack, modern means of transport) as well. The inter-war avant-garde grew up from the roots of the 19th century industrial revolution. Therefore numerous features present in pictures of industrial boom were preserved in the modern architectural photography. In the first place their strongest feature is their advertising tone which can be clearly seen in pictures of architecture accompanied by human figures. For modern visuality another technical discovery was of a huge importance - aviation. The possibility to see the earth surface from bird's-eye-view and an aerial photography influenced the choice of non conventional view points in architectural photographs.