

# Abstract

Bachelor thesis "Contemporary photojournalism, fashion and advertising photography" deals with contemporary fashion and advertising photography in relation to photojournalism. The main objective of the thesis is to investigate the situation in the field of contemporary fashion and advertising photography represented by ten prominent contemporary photographers: Patrick Demarchelier, Peter Lindbergh, Denis Piel, Paolo Roversi, Mario Testino, Nick Knight, Max Vadukul, David LaChapelle, Terry Richardson and Sean Ellis. These photographers represent the older and young generation of the artists. Besides short introduction to the history of the fashion and advertising photography and its use, the thesis comprises ten biographies of the fashion and advertising photographers mentioned above. Conclusions about the trends of the fashion and advertising photography are drawn on the basis of their works. The biographies are supplemented by a collection of sample photographs in the appendix of both printed and digital versions of the thesis.