

Abstract

The bachelor thesis „Approaches to the Medium of Portrait in Present-day Czech Periodicals“ deals with the present state of the genre of photographic portrait on the Czech magazine market.. It defines the genre of portrait, its various forms, its evolution after 1989 and some controversial questions connected to it. On the basis of these theoretical conclusions it applies the picture analysis on various types of Czech magazines (Reflex, the social one, Týden, news magazine, the supplement of the daily Magazín DNES, life-style Elle and women’s magazine Chvilka pro tebe). It analyses on individual patterns how many portraits are there in each section and in which form. A part of the analysis is devoted to photographers working in magazines. The thesis tries to reveal the reasons why the conception of one magazine is different from the others, how the type of a magazine influences the conception of portrait.