

Abstract

The bachelor's thesis *Writing about art: the problems of interpretation of art and its conveying in media through the eyes of Czech art journalists* deals with writing about fine art in media. First, it generally examines the influence of language and society on the definition of art, after which it focuses on the interpretation of works of art in art journalism, the limits of its arbitrariness and the role of the reader and the context. This theoretical knowledge is used in the practical part to analyze semi-structured in-depth interviews with respondents from the ranks of Czech art journalists. Their statements indicate the importance of careful choice of the composition of texts and the method of interpretation, which often depends on the specific nature of the described work of art or exhibition. In spite of these variables, this thesis shows generally preferred approaches of individual respondents to interpreting art. They either build their texts informatively and base their interpretations on the opinions of curators and artists' life stories, or they approach these external interpretations rather skeptically and stick to their own analysis. Respondents agree that in any case they influence the public's view of the often incomprehensible and insufficiently medialized contemporary art, which they therefore should make more accessible to their readers and involve them in a discussion regarding its nature.