

Abstract

This thesis analyzes news photographs related to the Old Town Square and its task is to explore the role of a place in a city and how it determines the myths in visual messages. The theoretical part focuses on the context of semiotics and news photographs and describes the possibilities in interpreting meanings of visual communication. In relation to photographic messages, it also reflects the analytical background at the level of myth, based on the work of Roland Barthes. Theoretical part also takes in account the symbolic and historical values of the Old Town Square. The analysis itself is based on a sample of 20 randomly selected photographs present in MF Dnes and Blesk, which cover events taking place in the Old Town Square between 1993 and 2013. Using comparative semiotic analysis it focuses on the visual content of news photographs in these journals, while observing how the Old Town Square takes part in the connotative chains and resulting myths.