Abstract
The master thesis is focused on recent inosculated of photography and modern information technologies and also on adaptation of photography to current trends in communication. Special emphasis is set on fine-art photography. Besides delimitation of problem the first part of the text is dedicated to foundation and history of photography where the author refers to dramatic changes that had taken place in the early beginnings. The second part is dealing with contemporary phenomenon – social networks and their moving into the virtual space of the Internet during last decade. The author aims on key aspects of social networks which have a significant influence when in combination with photography. The next part shortly deals with problems of copyright that show up in relation to digital photography. Part of text is devoted analysis of several selected systems specialized in fine-art photography publishing and eventually their selling. The author describes their significant attributes, principles on which they are based and mentions differences among each other. The fundamental part of the document is focused on practical view of interconnection between fine-art photography and digital information technologies whereas the ideas relates to pieces of knowledge gained from several selected and interviewed photographers.