

## **Abstract**

The bachelor thesis *Truth in current photojournalism: Digital manipulation of images as a mean of persuasion* analyzes the digital manipulation of news photography used in media in the emphasis on the persuasive function of the manipulated photographs.

In the first part of the thesis, the main focus is mainly on theory. It describes the difference between analogue and digital photography, deals with the term of postphotography, depicts objectivity in photography, covers with the role of photography in media, defines conception of photographs as true medium as a cultural construct. It is also devoted to the decription of the terms of persuasion, manipulation of both analogue and digital photography, ethical aspects of editing of photographs, demarcates the limits of objectivity in photography and it deals with the relationship between the manipulation of the images and the manipulation of memory.

The third part of the thesis is a detailed interview with Jan Ždimera, who works as a press photographer in ČTK. The interview concentrates on manipulaton of photography, ethics of photo manipulation and on correct work of press photographers and image editors in media.