

Abstract

The diploma theses Visual Media in the Urban Space deals with the issue of commercial visual media in the public space and the way they are incorporated to the city centers. I am focusing on that kind of media that invade the public space with the biggest force, such as billboards, bigboards, citylights, video screens, wraps, etc. The goal of the research is to compare the placement and the quantity of the out-of-home advertisements in the center of Prague and Barcelona. The research is done from the historical, cultural and geographical point of view (I am not going to investigate the visual messages from the semiotic point of view). I have chosen these two cities because they are the economic and cultural centers of the region and they have a very long history. Since these two cities are placed in the European cultural space and there are global agencies operating on the market I suppose there will be some parallels in the placement and appearance of the visual messages. My hypothesis is that most of the advertisements will be placed in the new-built neighborhoods and the historical centers will be less „visually polluted“. Another hypothesis is that the public space in Prague will be filled more with aggressive media forms than the public space in Barcelona. According to my hypothesis there is more regulation in Barcelona and the issue is more reflected by the local city hall. I will use the method of visual comparative analysis and visual sociology. Using my camera I will monitor recent situation in both cities and the result will be shown on an on-line map which will serve as a clue to the general results.