Abstract

Diploma work *Self-portrait’s construction within virtual reality* works on theoretical base on the topic of man’s digital photography displaced at the profile’s web sites of internet social networks. The text evolves ontological concepts of *the virtual reality* and *the rhizomatic antistructure* in order to point out to the contemporary problem of the „new“ media thinking transformation as well as the changing of visual perception of the digital portrait photography coming with new media. The unsolved situation of this transformation leads to the process of web site man’s digital photograhies politisation, which the recipient ascribes the role of politician agent to. The work explains the process of photography politisation as a specific kind of co-acting of two types of *visuality*, that bring a new discussion and a new menace connected with digital photography online exposing to the society. The text’s support in psychoanalysis and social constructivist way of thinking allows present the explorational theme as the interdisciplinary problem with the roots much further than there, where is discussed the question of safe online data sharing.