

## **Abstract**

World Press Photo 1955-2010: a content analysis of the winning photos is a theoretical and empirical research. In the theoretical section the issues of photography as a reality representing medium, historical and current status of photojournalism as a profession and finally visual sociology including content analysis of photography are described. Main research question is: are there any tendencies in the winning photos' imaging of international events from the beginning of the contest in 1955 to 2010? Six hypotheses which assume these tendencies in the field of photography content as well as in the field of photography production are determined. A content analysis is applied on every World Press Photo of the Year including title and technical data. The goal of this research is to find some latent trends of the way international events are displayed in the photographs and to interpretate them in the terms of media studies. In the empirical section the procedure for the verification of hypotheses, the application of frequency, correlation and factor analysis are described and the results are interpretated. In final conclusion these results are discussed and other research aims to further knowledge in the field of content analysis of photos are proposed.