

This thesis focuses on the topic of visual information, their interpretation and use in subject analysis. Work is structured in partial chapters, which are thematically linked to each other. The first chapter is given to the historical development of visual information and visual culture. The second chapter is focused on the field of interpretation, connoted and denoted messages and methods of interpretation. There is also analyzed the question of the existence of a single correct interpretation of visual information. The next chapter deals with content analysis. In this chapter the emphasis is on objective and subjective information indexing and also on social tagging. In the last chapter are analyzed visual information in terms of fields here are these information used and in terms of media, which are used for expressing information. In this chapter is shown how to interpret visual information, to be understandable for their recipients

[Author's abstract]