

In my thesis titled *Media, Imagery and Culture*, I deal with the interconnection of these three separate fields of research. In the framework of visual studies, I search for visual research methods applicable in the cultural field. In the theoretical section, I discuss the conceptions of Canadian philosopher and media theorist Marshall McLuhan who determined three stages of communication development, one of which referenced an electronic culture. I go on to examine the philosophical Noosphere concept of a Catholic priest and scientist Teilhard de Chardin, corresponding with the McLuhan idea of electronic culture and the global village. I also analyze the concepts of art historians Ernst Hans Gombrich and Erwin Panofsky. In the field of visual studies, I follow the visual culture research of Marta Filipová and Matthew Rampley, and I examine communication expert Gillian Dyer's essay on pictures and advertisements. Lastly, I search for visual research methods applied in a variety of fields: anthropology, sociology and art history.

The final part consists of four probes in which I apply visual research methods to the culture. In the first probe, I compare three different types of galleries: classic gallery (Czech Center in Prague), alternative exhibition hall (Tacheles) and virtual galleries. The probe was aimed at both gallery visitors and the artists themselves who exhibit their artworks there. The result of probe confirmed the importance of each type of gallery in the life of people. There is a certain presumption that in the future these three types of galleries will be more interconnected and they will collaborate. The second probe focuses on the survey of perception and interpretation of the Spirit of Place (*genius loci*) and its influence on the human psyche. In this probe, I used the method of visual sociology called auto-photography described by the Polish sociologist Piotr Sztompka. Within this method respondents took a concrete amount of photos related to a theme based on their personal perception and interpretation. The survey was combined with a questionnaire. In consideration of selected materials, I define different characteristic features of *genius loci*. In the third probe I analyzed and compared the visual language of two different types of children picture books: 1) with hand-made illustrations 2) with illustrations created on the computer. As a result I found out that the visual language of hand-made illustrations is much richer in originality and emotions, and it can deepen the story itself. The fourth probe surveys the values included in the pictures and the possibilities of interpersonal and intercultural dialogue through the picture. I determined fifteen components of images that contribute to the creation of interpersonal and intercultural picture dialogue. The aim of my thesis was to explain the interconnection of these three separate fields of research: media, imagery and culture and discover visual research methods applicable in the

field of culture. I hope that I fulfilled the main theme of my thesis thereby contributing to an improved use of visual research methods in the field of culture.