

Abstract

Bachelor's thesis „Personality of Vilem Heckel in the Czechoslovak media“ introduces one of the most significant Czech photographers of the 20th century. Vilem Heckel dedicated his work to a mountain photography, landscape photography and also to an advertising photography.

Theoretical part of this thesis tries to outline the photographic development of Vilem Heckel and pays attention to the main branches of his work. In addition to this part a Czechoslovak media and photographic context of years 1950–1970 is mentioned.

Analytic part represents a research of Vilem Heckel's publication activity in selected magazines. It offers a quantitative comparison of published pictures in the magazines, examines Heckel's publication activity and describes his historical media image. Using concrete pictures it also tries to demonstrate his visual style.

Finally, the thesis sums up a contribution of Vilem Heckel in the different time periods. In a supplement section there are examples of Heckel's front covers and there is also an interview with his daughter Helena.