

Abstrakt

The thesis *Intentions of art photography. Possibilities and limits of Eco's reception aesthetics on the example of the exhibition „Thus Spoke LaChapelle"* is dedicated to photographs of a significant advertising and art photographer David LaChapelle, a theory of reception of Umberto Eco. LaChapelle's photographs serve as a means in which will be analyzed the limits and possibilities of Eco's reception aesthetics. Also there will be used three different interpretations of selected photos (the photo *Deluge* and the photographic series *Museum*).