

Annotation

This thesis deals with advertising images. It contributes to discussion about position of image in present visual field. It also speaks about influence of image on contemporary society. The starting point and theoretical basis are Visual studies. The main ideas are applied to two different constructs of reality, both are tendentious. The first is vision, ideologically and politically constructed during authoritarian socialist regime. The second is current globalized consumer society. In the practical part of the thesis, the analysis focuses on the advertisements of Skoda Auto Company, used in both mentioned visual modes in the Czech Republic in the 20th century.

Key words: picture, visual studies, iconology, advertising, globalization, consumer society, propaganda, image.