

## **Abstract**

This rigorous thesis develops and widens the author's diploma thesis, which was defended, under the title „*Analysis of visual communication. The case of contemporary theatre posters*“ at the Faculty of Social Sciences in June 2014, with excellent assessment. The previous aim of the diploma thesis was to describe and define basic principles of visual communication from the point of view of mass communication theory and classical media theory and to attempt to create a basic synthesis of these branches. The rigorous thesis elaborates the outputs of the research further, and analyzes them in relation to social and communication networks. The visual communication is currently dominating form of communication not only in advertising and marketing, but also from the point of purely artistic expressing, which nowadays abandons classical conservative techniques and searches for new ways of expressions. The previous focus of the diploma thesis on European theatre poster, which is a factual synthesis of those trends, allowed an adequately assessment the relevance of media theory in relation to visual communication as a way of addressing recipients with the information given in a form of an image. The topic of European poster has been chosen to widely demonstrate the general acceptance of visual communication as a part of socio-cultural discursion in a global sense. Another dimension of a theatre poster is its function in public space and the possibilities of the audience to accept the message in these surroundings. On the background of relevant media theory, the position of contemporary theatre poster was presented among new trends of mass communication. The quick arrival of new media and their easy accessibility and operation forces the traditional media to adapt to these trends and to change their strategies. The same concerns also a theatre poster. As a reaction to this fact, the rigorous thesis also describes mutual relationship between public and private visual space and defines their specifications. The main focus of the last chapters is put on the problems of contemporary theatre posters in the settings of social networks and on their future in contemporary highly technologised society.