Abstract

The aim of the diploma thesis is 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 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 focus on the diploma on European theatre poster, which is a factual synthesis of those trends, allows 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 sociocultural 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 it will also be presented the position of contemporary theatre poster among new trends of mass communication. The quick arrival of new media and their easy accessibility and service forces the traditional media to adapt to these trends and to change their strategies. The same concerns also a theatre poster.