

ABSTRACT

The history of photography represents a constant technological development of the medium towards increasing sophistication, which is related to spreading possibilities of complex control upon semantic meaning of each camera image. The thesis comparatively analyses expressive possibilities of film and digital photography with emphasis on the relations of both medium with other audiovisual means of communication. The thesis compares technological possibilities of both medium and focuses on growing integration of digital methods of imaging with new media through computer graphics. The thesis focuses on transforming role of photography in the society which is connected with democratization of access to cameras and the possibility of sharing resulting images via internet and social media. Based on described data the author points out the changing role of the creator and the viewer in the process of interpretation of visual images.