

ABSTRACT

The diploma thesis *Transformation of the Authenticity of News Photography in the Digital Era* is dedicated to how the credibility of journalistic photography has changed due to the simplicity of manipulating it. Following this, the thesis also describes the transformation of the authenticity itself and the originality of journalistic photography, especially the news photography.

The thesis describes in its theoretical part the transition from analogue to digital photography. The thesis also evaluates – on the basis of scholarly texts and depth interviews with professional photographers – the consequences of the transformation of the authenticity of journalistic photography for news coverage and its recipients. Concretely, it describes how people’s perception of journalistic photographs has changed and how the so called “civil photojournalists” participate in the creation of the media content etc. It also depicts how to prevent and avoid the distortion and manipulation of reality.

In the analytical part, the thesis focuses on the photographic department of the news website iDNES.cz and print newspapers MF DNES and their coverage of floods in the Czech Republic between 1st and 27th of June in 2013. On the basis of relevant criteria, the content image analysis, which has been chosen as the methodology, evaluates the technical and content level of photographs from those media. After this, the thesis introduces the reader to the practice of journalistic photography, which is analyzed through the qualitative research of the depth interviews with four professional photographers.