

**Abstract (in English):**

In this thesis I present the Zapatista movement and its media strategy. Further I describe its visual communication by means of a case study. After evaluating the significance of media strategies of the zapatista movement, I will prove that Zapatistas' media communication played a crucial role in the transformation of Mexican society in the late 90s and directly influenced the process of transition to democracy in Mexico.

In the introduction I will explain how news photographs can be a source of exploration of the Zapatistas and I will introduce the basic hypotheses of my research. In the historical part of my introduction I will put the movement in the context with the political, social and historical development of Mexico and the state of Chiapas, where the uprising broke out in 1994 and I will explain the causes of the rebellion and introduce its goals.

Before I describe the aspects of Zapatistas' communication, I will focus on the Mexican media environment so that I can link it with the media outlets of the Zapatista movement. I will describe in general terms media strategies and myths created by the movement. In the case study I will examine photographs of EZLN published in the magazine Proceso in the years 1994 and 2001, I will compare the Zapatistas' visual communication with their media strategies, and I will pursue in detail the signs defining EZLN.

In the conclusion, I will provide a brief overview of my research objects and summarize my findings.