

## Abstract

Usage of Instagram app in contemporary photojournalism is a theoretical-empirical research. The aim of this work was to describe the way in which selected Czech photojournalists use Instagram. Whether it is important to them from the point of view of their professional orientation or whether they use it for personal purposes and whether is for them important the feedback they can get through this application. In the first chapter the diploma thesis deals with photography as such, its transition from analog to digital age and the issue of its manipulation. The second and third chapters of this diploma thesis deal with social networks and the application of Instagram. It also deals with how the digitization process has influenced the work of today's photo reporters. The practical part of the thesis is based on two approaches - quantitative content analysis and qualitative interviews with some of the reporters. The research question is: *How do some Czech photojournalists present on the Instagram social network?* Quantitative content analysis responded to established hypotheses in the research question, which mainly concerned the visual aspects of Instagram accounts. Qualitative interviews gave an insight into the specific strategies that photojournalists access to the application. In the end, the results of both research methods are evaluated and could serve as inspiration for photojournalists to use the application for their daily work.