

## **Abstract**

The central theme of the diploma thesis is fashion photography on the cover pages of *Vogue* magazine international editions. In the empirical section, the author uses a combination of quantitative content analysis and qualitative semiotic analysis based on the concept of the French semiotics Roland Barthes. The quantitative section of the analysis works with a sample of 87 photographs, from which 8 images are later selected for the semiotic part. At the denotative level, the analysis looks for common and different signs of individual editions. At the level of the connoted image, the author tries to decode the contained signs and their meanings. The semiotic analysis traces linguistic messages, the narrative, the paradigmatic and syntagmatic arrangement of photography, or the presence of national identity. Part of the work is also a theoretical section dedicated to fashion magazines and changes in the aesthetics of fashion photography. This part contains an excursion into the history and present of fashion photography and presents prominent personalities in the field. In the theoretical part, the author defines the terms that form the ground for empirical research. At the end of the work, the results of the analysis and their interpretation are presented.