

## **Abstract**

This thesis focuses on the functioning of the Czech State Police on social networks, in this case Instagram. Given the current nature of policing, public cooperation with the police is an increasingly important component of police work. Academic literature has shown that the main source of views on the police, in addition to family and friends, are the media. The arrival of the interactive environment of Web 2.0 and the emergence of social networks sites have enabled institutions to have their own communication channels and the Instagram account of the Czech State Police *policecz* is unprecedentedly successful. By using the qualitative method of a focus group, my analysis deals with topics like. how the communication is perceived by the viewer, how it affects them, and which factors of police visual communication can have the greatest influence on them. In the context of visual rhetoric goal is to understand nature or function of post images, but also add further insight into a very modestly discussed topic, which police operation on social network sites definitely is.

## **Keywords**

Visual communication, police, , visual rhetoric, social networks sites, focus group,