

The paper deals with the treatment of photography in a Czechoslovakian magazine Mladý svět. It analyses the period since its origin in 1959 till the end of 1989. It focuses primarily on photo reporters Leoš Neboř, Miroslav Hucek and Miroslav Zajíc, who played a decisive role in the visual image of the magazine.

The paper examines picture material (reportages, front pages) using the content image analysis. Its aim is to show the particularity of its work with photography, by which Mladý svět was distinguished from the majority of periodicals at that time. The quality of pictures and the space granted to them in the magazine is described by concrete examples from the whole analysed period.

The paper presents the themes and methods of their visual representation as well as some major authors which helped Mladý svět win fame during the period.