

Abstrakt

This thesis, *The Self-myth: Profile Picture of Youth*, show how adolescents use technologies for visual on-line self-presentation. Firstly, we describe the context of social media, the social network site Facebook and the concept of digital youth. In the next part we study construction of the profile picture and the important role of digital tools in the on-line lives of teenagers. The last part is the theory of semiotics and readers can see how youth create own self-myth.