

Abstract

The diploma thesis „Visual representation of Africa in magazine Týden and Reflex “ deals with visual representation of African continent. Africa does not appear in Czech printed media very often although the readers are interested in this topic. We live in the time that is intensively influenced by visual perception on human being. Photography is the medium capable of emotively showing the everyday life in Africa. This is the reason why this diploma thesis analyses the visual images (the photographs) with African themes which were printed in the magazines Týden and Reflex in 2005 and 2009.

The main part of thesis is an analysis of the photographs describing the way how these magazines represent life in Africa. As a method of work I have chosen quantitative content analysis of photographs printed in magazines Týden and Reflex in 2005 and 2009. The theoretical framework of this thesis is summarized in the first three chapters. The first chapter deals with classifyig Africa . The second chapter is devoted to the photographic image in the world today and the history of depicting Africa by Czech photographers. The third chapter is focused on the representation of developing countries in the media and the issue of stereotyping.

Visual analysis will try to show whether there are fixed ways of representing Africa and capture any visual stereotypes. The thesis also examines whether the processing of this topic has changed during the reference period (2005 and 2009) and how much space both magazines provide to the photos with African themes.