

Abstract

The work deals with the changes that brought the photos to new media. In summary provides insight into history of first attempts in this field to the invention and development of digital camera. It also deals with the presentation of photographs at the time of new media. It especially pays attention to the Internet, which greatly contributed to the mass dissemination of images of both professional photographers and the amateur. It points out that availability of digital cameras and the Internet are the main cause of changes in both taking and presentation. It analyzes different ways of online presentations from older like personal websites and blogs, to the latest - social networks. The social networks are in middle of interest, as they spread through photographs recorded a large increase and the largest deviation from professional presentations, such as galleries. The last part deals with examples of journalistic practice. Weekly Respekt serves as an example of media that the most brief form, ie black and white newspaper, developed to color magazine and websites. So it is possible to compare the changes caused both by transition from one technology to another, as well as by concurrent presentations on the web. The second example is the photo agency Magnum Photos. Here are discussed the changes caused by the Agency's transition from a classical paper archives to digital, which makes it quicker to overcome the distance between the offices of the Agency, a photographer and photo ordering agency client.