

Abstract

This thesis follows changes in basic functions of photography in the history, as well as in actual days. Theoretical part covers development of photography in way of forming its communication function and focuses on changes causing partial turnover in main usage of photography. The work as well refers about problematic of influencing access and distribution of pictures with Web 2.0 conception and social networks boom. It analyzes current development of brand new photography functions, such as self-presentation and communication.

The second part of the thesis covers current usage and consuming photography in the field of amateur photographs. As part of the research a survey was published questioning this theme together with photography on the social networks, such as Facebook and Flickr. Its results analysis takes place in the second part as well. Its purpose is revealing the concrete changes currently influencing the consumption of photography.