

## Abstract

The main theme of this dissertation is to define an image as a visual experience. The human interaction is described by the author himself as a perception of the image, which serves as an information unit that could be presented as a possibility, example and pattern for the individual. There is an emphasis on the process of perception itself and on the way of interaction of an individual emphasizing the context of social learning and imitation in this text. The analysis of the principles of this interaction leading into introduction of the partial interactive models covering these processes is formed by the essential plane. The structure of the thesis is divided into ten main chapters in which the author tries to introduce a category of perception, a definition of the image and imitation as a tool of cultural transmission, presentation of the units of this transmission, the process of the interaction itself and analogous example of the fundamental role that a person in this interaction holds. There are also three analogies of these roles, which refer to the anthropological universal interaction describing the man as a gatherer and hunter. Their main purpose is to illustrate the form of a human experience better. Finally, there are reflections on the topic above. The possibilities and results, which could be provided by this dissertation in a practical form, are described there as well.