

Abstract

This master's thesis focuses on visual communication of Karlovy Vary International Film Festival using social network – Instagram. The festival uses this network to communicate with spectators, which helps it create its identity and build a fan base. Theoretical part of the master's thesis describes history of Instagram as well as all the functions of this popular application. It also talks about Karlovy Vary International Film Festival and other international film festivals and their use of Instagram. The theoretical part concludes with definition of visual communication, focusing mostly on specifics of analogue, digital, and Internet photography. Using quantitative content analysis of Instagram pictures and semiotic analysis of technical and content elements, the thesis analyzes what visual style of communication the festival uses, and how the fans and media understand and transform the content. For the research purposes, the festival's Instagram profile as well as selected media and spectators' profiles were followed. The purpose of the thesis is to describe what visual language the festival organizers use on Instagram and how this language is reflected in building the identity of the festival itself.