

Abstract

This thesis concentrates on concert and music photography and the ability of Czech bands to apply these photographs into their communication on Instagram. Thus, the thesis focuses on three major topics of growing popularity, which are photography and the visuality itself, music, and self-promotion on social media. First part the thesis introduces history of concert and music photography and also mentions some of the current trends in this specific photographic genre. To better understand the interpretation of the practical part of the thesis, the work also focuses on introducing Instagram's history, its functional features and ways of self-promotion through the visual social media site itself. The last part of the thesis is focused on the research itself. This part the thesis will examine specific ways of self-promotion of Czech bands on Instagram and will focus on differences and similarities of their communication through photography.