

The diploma thesis called *Danish Photo of the Year award winning photographs in the context of the news values* focusses on analysis of press photographs winning the Danish national photojournalist competition since 1974 until 2017 in the categories called Årets Pressefoto and Årets Pressefotograf. The theoretical part presents the photojournalism in general, its genres and concepts of news values and visual gatekeeping. The thesis then focusses on the detailed history of Danish photojournalism from the seventies and presents information about the Årets Pressefoto competition. At the end of the theoretical part, a method of image content analysis are introduced. The empirical part of the thesis applies the method of content analysis to a research sample of 241 photographs and seeks answers to the research questions concerning the presence of selected news values in photographic materials. After the results are evaluated, these data are discussed in relation to the established hypothesis.