

AUTHORSHIP AND PHOTOGRAPHY IN THE CONTEXT OF WEB 2.0: PRODUCT IN THE HANDS OF PRODUSERS

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This PhD thesis is concentrated on the topic of authorship and photography in the context of web 2.0. As a part of the methodological approach, it uses the method of new media epistemology. It explains the shift from barthesian poststructuralist viewer towards Bruns' producer and also clarifies why the sovereignty of the author is in the context of web 2.0 irrecoverably overcome. In relation to foucauldian terminology, it presents the concept of dispositif of web 2.0 as a change of social praxis and it points out the necessity of the abandonment of techno-optimism. Subsequently, it concentrates on the topic of authorship and photography from the perspective of the authorial law and it introduces the concept of the quasi-product while using several study cases in order to explain it. Eventually, it summarizes the overall findings and suggests the possible foundation for the further research.