

The thesis is concerned in the relationship between the words and images. It tries to describe a several relevant approaches of semiotics and it concerns in the basis princip of the method of history of art, iconography. Both of this methodological approaches then tries to put together and it shows their cohesion and indiscerptibility through the new term of semiography. This methodological approach is apply on the five chosen title pages of major czech magazines. The teoretical results and evan the results of empirical analyses try to be use in the discursus of visual culture/ visual studies. The new scientific platform for understanding images as an integral part of our everyday lives.