

## **Abstract**

This study presents research of role of title photographs in selected czech and foreign daylies. Theoretical part introduces visual culture concepts and role of photographic images in journalism, specificity of photojournalism, photographic genres and title photographs. Next part is dedicated to concept of news values, going from original Galtung / Ruge's taxonomy to contemporary revisited version of Harcup / O'Neill's. The last theoretical chapter introduces concept of gatekeeping and picture editor as visual gatekeeper.

The practical part of this study is examining title photographs of 8 czech as well as foreign journals in 4 week long period. I am using method of content analysis, based on paper The content analysis of visual images and Gillian Rose's book Visual analysis.

In my study I had applied news values to photographic materials. I chose combination of original Galtung / Ruge's concept together with Harcup / O'Neills contemporary revision, putting attention to entertaining aspects of media contents. The other parameters I was following in my study were origin, size, topic, theme, negativity, orientation, gender content, etc.

As a result I did find that there is very common way how dailies handle with title photographs, which are having special status among other visual materials. There is little, but noticeable difference between relatively "young" czech and "traditional" foreign journals, where czech ones have little inclination towards tabloidization.