

## **Abstract**

This dissertation thesis deals with the emotional power and effectiveness of photojournalism in the digital age. It focuses on journalistic photographs in the context of their emotional impact and examines the effects of the emotional response on media recipients. At the theoretical level, the work characterizes the origin and development of modern photojournalism and how it has established itself within media as a separate discipline; the digital age and its specifics in relation to modern photojournalism; and the emotional power of photojournalism itself and theories of emotion. It also briefly introduces the concept of visual literacy and defines ethical standards in the work of photojournalists. The analytical part of the work names specific features of the emotional power of photojournalism and the relationship between emotionality and journalistic photography. It also deals with the similarities between journalistic photography and reality and how mediation of reality through journalistic images has an effect on media recipients, again with regard to emotional aspects. Finally it touches on whether journalistic photographs have the potential to mobilize society through their exposure to the sensitivity and internal attitudes of media consumers, or on the contrary they cause numbness and indifference.