

## ***Abstract***

The goal of the diploma thesis is to describe basic characteristics of mediate fanship, which we interpret as a specific form of game. In theoretical part we discuss typologies of fans, concept of flow and antropological and philosophical interpretations of game. We also present some aspects of modernity. Diploma thesis uses qualitative research and it combines three methods: archival research, observation and interviews. The aim of archival research done in the archive of the Czech television is to describe transformation of television fanship in time. We discuss that this phenomenon is not a matter of the last twenty years and that it has its own history. Observations and interviews brings us to nowadays. We combine perspective of an observer with the data taken from interviews. Ten interviews were made during the research.