

## **Abstract**

This diploma thesis focuses on matters of stereotyping of documentary portraits depicting pop music icons. The theoretical part of the thesis deals with issues such as stereotyping as part of media representation of reality, and the definition of term “celebrity” and its specifics in the context of music industry. The term “documentary portrait” is also grasped theoretically. The practical part of the thesis introduces the documentary films which were examined. The methodology of the research and its design are described as well. The final part of the thesis consists of a research report, which includes results acquired by a qualitative survey on the basis of a grounded theory method.