

## **Abstract**

This master's thesis deals with the topic of emotionality of the Game of Thrones fandom in the era of convergence culture. Game of Thrones, which had been on air since 2011 to 2019, became a hit show which gained millions of supporters and each new season was highly anticipated among public. During the course of all eight seasons, the show caused numerous heated controversies. Final season left both viewers and critics torn. This master's thesis is therefore interested in detecting and describing emotions of the Game of Thrones fan community during the time that the final season had been on air. Apart from emotionality, emphasis is also put on the characteristics of the show and its fandom. Research was carried out online via the method of participant observation in six comments sections on the fan website Watchers on the Wall.com. Inasmuch as fandom is connected to convergence culture, media convergence and audience participation, these topics are also covered. The term fandom is defined and the difference between audience and fandom is described. Last but not least, terms such as collective intelligence and knowledge community, which are also associated with fandom, are defined as well. All findings and the answers to research questions are then presented in the summary.