

## **Abstract**

The goal of this master thesis is to describe and analyse emo rap subculture using hybridisation phenomenon. Thesis consists of definitions of basic culturological and sociological terms, which are needed to describe and define emerging subculture. Thesis also describes phenomenons which adress how culture produces new and unique content. Thesis tries to prove, how much the lyrical and topical content of this subculture is hybrid content, produced by combining emo and hiphop subculture. Central part of this thesis is semiotical analysis, which is used to further prove the presence and meaning of signs typical for these subcultures. The choice of lyrics and themes to prove hybridisation is intended, as the theoretical part of this thesis states, that emo is differed to its native subgenre mainly by its lyrical and thematical content. The results of the analysis indeed prove high degree of hybridisation between these two analysed subcultures.