

Abstract

Bachelor thesis „Construction of celebrities within the publicity of the Czech version of Pop Idol in Czech press“ deals with phenomenon of creation of celebrities through the Czech variation of Pop Idol (popstar seeking reality show). It also focuses on defining and describing media events which could possibly contribute to these processes. In the first chapter I explained how and why this phenomenon originated describing the historical development. In the second chapter I analyzed closely the theoretical source materials for my hypothesis on basis of specialized literature. In the third chapter I made a simple analysis of the chosen pattern of publicity (press articles) of the Czech version of Pop Idol contestants.