

## **Abstract**

The thesis aims to map the reasons for the attractiveness of audiovisual content generated by youtubers for teenage audiences. These causes are explored in a qualitative analysis based on focus groups. The interviews focus on teenagers' motivations for watching videos, intensity, the local context of viewing, the specificities that young people find important in such audiovisual content and the differentiations from traditional media content. In addition to audience analysis, this thesis also focuses on qualitative content analysis of videos of Czech YouTubers. It maps the specifics of videos that are characteristic for the YouTube platform. The thesis analyses formal audiovisual means of expression, such as camera techniques, colour, set design, graphics, post-production editing and the audio component of the work. The analysis also focuses on the content of the videos in the form of the performance and expression of the protagonists and the value of the information conveyed. The research on audiovisual content is also embedded in a relevant theoretical framework.