

Abstract

The subject of this diploma thesis is the audience perception of the *Euphoria* series, which follows the lives of teenagers and depicts issues such as drug addiction, sexuality and mental health. The aim of this work is to gain knowledge about how viewers perceive the complex serial drama *Euphoria*. The research was conducted in the form of semi-structured in-depth interviews with eight respondents who had seen both released series of *Euphoria*. In the theoretical part of this thesis, popular culture is introduced and popular texts are characterized. Furthermore, this thesis deals with the theoretical definition of the research of the active media audience, first in the form of a behavioral approach and then in a cultural perspective. The chosen method for the research was grounded theory, on the basis of which data coding and categorization were implemented. The results from the data were then interpreted. The research shows that viewers perceive the *Euphoria* series differently, but with a number of similarities. All viewers from the research appreciated the complexity of the series, the importance of which was shown in relation to the viewers' enjoyment of the series. Complexity is represented by a complex plot and morally complex characters. The research further revealed that viewers perceived the overall atmosphere of the series as dark and identified drug addiction and sexuality as the main themes of the series. While they have a positive view of the depiction of drug addiction through audiovisual production, the viewers of this research did not pay much attention to transsexuality.