Abstract

This work uncovers perceptions of the Czech society concerning cultural and social role of digital entertainment (computer games and videogames) as a relatively new interactive media form. The author tries to verify validity of a presumption that the digital entertainment is an object of a cultural stigma that was formed by combination of various factors which are closely specified in the work. According to the author, present perception of the digital entertainment in society is formed by a media panic that repeated itself regularly in the course of history. Amongst other significant determinants one can find certain stereotypical viewes, efforts of a ruling class to sustain status quo and struggle of various social groups over cultural dominance which leads to hierarchization of cultural tastes. Suggested cultural stigmatisation of the digital entertainment probably leads to a social stigmatisation of players, who submit to social pressures and often adapt their behaviour to general tastes. Essential part of the work is formed by a research based on qualitative and quantitative data collected from teachers and gymnasium (high schools) and elementary school students. The research supports a presumption that the negative view on the digital entertainment is subject to specific generational standpoints and that there are certain distinctions in views of gymnasium students and elementary school students on certain aspects of the digital entertainment and a videogame culture.