

Abstract:

The object in this thesis is to investigate why a television series House M.D. is so popular. Television series is conceived as a widely shared pop-culture artefact, which is a major proof how the human mind is shaped by and expressed through culture in terms of cultural psychology. The question of mechanisms, offers or content that are causing the popularity of this series is examined from the perspective of several psychological concepts. The popularity of the series was examined by the analysis of the artefact itself and additionally from the perspective of the viewers. This examination led to the conclusion that the popularity of the series House M.D. lies in several different aspects. The first aspect is seen in innovations this series brings to the viewer due to the traditional established form of medical drama. The second aspect is based on identifying, describing patterns and representing certain offers for various components of viewer (“products for the mind”). The third aspect lies in interpretation of the series as “sociodrama” that solves certain imaginary opposites. The fourth aspect is loosely based on Bamberg’s theory of narrative positioning that on three levels shows how the character of doctor House is attractive to the viewer, what it provides and how the series reflects the transformation of the partnership model of coexistence.