

## **Abstract**

This thesis focuses on geeks and nerds, their representations in sitcoms, as well as creation of geekcom and nerdcom concepts, i.e. the comedy about geeks and nerds. The thesis has two parts: theoretical and practical. The theoretical part examines the sitcom genre, its use of stereotypes and the ways of representation, along with the differences between the American and British approaches to sitcom production and form. The last part of the theoretical section contains a summary of different approaches to the topic of geeks and nerds, the development of these terms, relevant stereotypes, and products created by and for geeks and nerds. American sitcom *The Big Bang Theory* and British sitcom *IT Crowd* are the subjects of the semiotic and narrative analysis. The outcome of the thesis is a geekcom and nerdcom model, a comprehensive summary of information about geeks and nerds and their media representations.

## **Keywords**

Geek, geekcom, nerd, nerdcom, situation comedy, representation, stereotype