

Abstract

The aim of this study is to analyse language of internet media focused on skateboarding. An essential element of the introduction is a brief history of skateboarding globally and here in the Czech Republic. The basis for the analysis of contemporary audiovisual clips also touches on the development of the distribution of skateboard videos. In this study I also mention the role of YouTube as a distributing tool and phenomenon of instant fame, which is not strong only in skateboarding, but it is a phenomenon across the full spectrum of society. The principal basis of this study is the definition of two print and later Internet traditions in skateboard journalism – Thrasher and Transworld Skateboarding magazine. The study also concerns itself with mapping out the Czech media environment, where skateboarding has its own place. The genesis of skateboard media in the Czech Republic follows the formation of Thrasher and Transworld, which is a very interesting fact that is important for the general understanding of the topic. For deeper insight into skateboard subculture, I also mention the journalistic style of Czech skateboarding media. The Internet media has a special emphasis on visual content, more so than print media, due to traditional text being replaced by moving pictures, and therefore with help of qualitative semiotic analysis I will aim my work in the next step on decoding the language of two separate audiovisual clips published on internet. With the method of comparison I will try to find common features within the traditions of Thrasher and Transworld.