

Abstract

This study focuses on the importance of fandom for sport supporters. The aim of this thesis is to study those groups of fans that were neglected by academic studies. It consists analyses of semi-structured interviews that were conducted with fans (precisely members of supporters' clubs) of volleyball and football clubs from city of Příbram. Outcomes identified positive social dimension of fandom. Consequently, theoretical model of ideal types of football spectators created by Richard Giulianotti is applied to volleyball supporters. Although this model is particularly successful at identifying some types of spectators, some respondents shows characteristics of both traditional and consumer fans.