Abstract

The diploma thesis deals with the media heroization / construction of dead celebrity icons. The introduction focuses on the explanation of the process of becoming an icon and its interpretation in certain fields and theoretical concepts, for example in the context of semiotics and sociology. A separate chapter is devoted to the role of media in the process. I attempt to reveal the media's influence on this process by studying the theory of media construction of reality and the creation of culture industry. The second chapter also explains the phenomenon of celebritization, which is crucial due to the applied example of dead celebrities. Based on the specific analysis I try to identify trends that are reflected in media representation of dead celebrities afterlife, and these further put in a wider context. The aim of the master thesis is to find out what trends are reflected in media representation of celebrities after their death, how the media work to maintain dead celebrities „alive“, and what are the specifics of this "life". The content analysis was determined to show the character of media coverage. The semiotic analysis on the other hand to show what myths are constructed around the famous dead celebrities.