Abstract

The thesis thematizes the antihero phenomenon in current television series, whereas the phenomenon mentioned is attempted to be explained by a qualitative reception research regarding the television series called Breaking Bad. Therefore, the aim of this research is to understand the motivations of viewers for selecting and watching series featuring a main protagonist that might be described as an antihero. It is thus a type of audience research that is attempting to identify the aspects that are the most attractive for audience of these kinds of narratives. Furthermore this thesis is trying to clarify viewer's attitudes towards antihero as a type of serial character, as it becomes apparent that these characters are becoming more popular than ever before. The results of this research offer an evaluation of viewer's motivations for watching the series featuring antiheroes and identification of aspects that are the most attractive for audience of these kinds of narratives.