Abstract

The thesis is focused on the subject of genres in the context of new media, specializing on the biggest Internet online video sharing platform, YouTube. Considering the interactivity of YouTube as a kind of social media site and making contact between the creator and his audience, the genre composition of YouTube channels directly reflects the preferences of the specific audience. The main objective of this thesis is to make an analysis of genres on a sample of five selected professional Czech YouTube channels. The sample is based on current order of channels according to the number of subscribers (namely ViralBrothers, MenT, GEJMR, Jirka Král and Hoggy). After the introduction of how professional YouTube channels operate follows the theoretical part of the thesis defining the basic ideas, which are important to set the methodological framework of the analysis. The analytical part consists of presenting the results of the genre analysis, categorizing genres into a system and defining genres based on their characteristics.