

Annotation

The diploma thesis discusses the phenomenon of tutorials uploaded on the most visited server for viewing and sharing video content nowadays – YouTube. The term *tutorial* here is used for referring to the specific instructional video content, which primarily aims to show, by means of the step by step illustration, how to proceed within particular activity that usually requires to adopt a certain extent of specialized knowledge or skills. At the same time, the attention is focused on the graphic design and fine art tutorials. The main goal of the thesis is to answer following question: what motivations might internet users have both for the reception and for the production of tutorials. In other words, the thesis is oriented on searching for the highest possible amount of motives that can lead to the viewing as well as to the shooting of this specific media content. Therefore, this requires examining a given field from two different perspectives: from the perspective of receiving viewers and from the perspective of video makers. Whole thesis structure is then subordinated to these two perspectives. The first part introduces the relevant theoretical approaches related to the tutorial reception/production, whereas the second practical part is devoted to the presentation of particular motivation categories that have been discovered.