

Abstract

The bachelor thesis „Veganism in popculture focusing on czech music scene“ deals with the role of musicians in propagation of a lifestyle or philosophy. It focuses on the czech music scene applying the case study method on several areas of impact of two musicians – Ben Cristovao as a representative of the music mainstream and Lukáš Vincour as a member of a music subculture.

The case study is using two types of research methods – content analysis in combination with a questionnaire survey. The content analysis looks into three areas of impact of the musicians – music, self-presentation and activism. The aim is to find out whether the musicians promote veganism in the above mentioned areas and if they do, which means of communication they use. A part of the thesis explains veganism as a lifestyle and a social phenomenon.

The research is put into the theory of music, music subcultures and music glory as a means of propagation of a lifestyle or philosophy considering cultural and popcultural context.