

Abstract

The holistic goal of this diploma thesis titled *Analysis of Media and Socio-Cultural Impact of Prague Fashion Week on the Field of Czech Fashion between 2017 and 2018* was not only the application of knowledge acquired through study at Charles University in the Czech Republic, which has been my alma mater for over five years, but also its link to my current professional mission, i.e. advocacy of the field of Czech fashion. Writing the thesis during these trying times, when the society is afflicted by the coronavirus pandemic, and following the news in the field of fashion and its responses, I realized I would like to get involved in advocacy of the field on a more active and profound level, not only as the Prague fashion week Project Coordinator, but on the level of legislative bodies, where I would like to aid advocacy of the field, which comprises a reorganization of the education system in order to include fashion as a functional cultural phenomenon in the national heritage list. This diploma thesis, marking an end of a phase of my life, aspires to become a springboard for my next project/mission.

The formal goal of the thesis research was to find relevant answers to hypotheses and research questions stipulated in the thesis statement. In conclusion, it can be deduced from the quantitative research results projected against those of the qualitative research that hypothesis H0 can be verified, i.e. it can be claimed that the media image of Prague fashion week corresponds to the research participants' perceptions. It follows that hypothesis H1 claiming the opposite is invalid.

Responses to research questions regarding respondents' opinions on Prague fashion week and its socio-cultural potential within the fashion industry between 2017 and 2018, summarized in the previous chapter, are more or less positive. Therefore, it is possible to claim that all formal goals specified in the thesis statement have been met.