

The thesis concerns identity construction of DJs. It's goal is to find out, how DJs talk about the art of DJing, how they reflect the technical evolution and how they operate under the current conditions of informational chaos. The Qualitative research was led in the form of semi-structured interviews with notable Czech and British DJs. The initial theme frame is particularly formed by theoretical concepts of contemporary authors, dedicated to principals of the postmodern art. The main intention of this text is to introduce a significant cultural phenomenon which has not been identified by the Czech sociology yet.