

Abstract

The dissertation is titled “The trend of zombification in a current film and series production – audience-based research” and is aimed at explaining why people seek zombie themed series and movies. In the theoretical part, the author introduces the concept of a zombie in terms of its dominant position within the popular culture. With the historical background and the theoretical frame of the topic, the results of the audience research, that was focused mainly on the fans of a zombie genre, will be presented. By comparison of the media product discourse and the public discourse, the analysis reveals the hypothesis describing the relationship between the audience and the media content with a zombie theme. The research is based on a qualitative method of grounded theory. The methods of semi-structured interview and participant observation were used to collect the data.