

Abstract

This thesis examines the reflection of alternative music in the mainstream media and the reflection of mainstream music in the alternative media. The traditional dichotomous division of popular culture and music proposed mainly by academic fields of cultural and popular music studies provides a theoretical basis for the research. The practical part then analyses selected media content and attempts to verify the validity of these propositions in the context of contemporary music and media studies. The selected sample is composed of music articles derived from six Czech media (three of them mainstream and three alternative). The analysis itself focuses primarily on external characteristics which the author recognises from the specific references in the texts and which reflect the position of mentioned artists in the music industry, and the points of view expressed by journalists in their texts. This thesis thus aims to provide an overview of how Czech media reflect on these two allegedly oppositional contexts and deduces whether the dichotomous perception of mainstream and alternative is still relevant in contemporary music and media.