

This dissertation named "The Definition of „Popular" as Conceived by Theoreticians and Consumers of Popular Culture (On the example of the Use of the Terms „Popular Music" and „Pop") aims to present the ideas of four theoreticians of popular culture - John Storey, Theodor W. Adorno, Dwight Macdonald and John Fiske - in order to define what do the terms „popular" and „pop" mean, mainly in the context with music. As it has shown, the definition of what pop and popular might be is not as easy and unambiguous. The conception of these terms differ from one theoretician to another as they conceive it from different point of view. This point of view might be influenced by their political orientation, period of their lifetime and experience.