

Abstract

The diploma thesis „Who are the fans of the BBC *Sherlock* series?“ deals with the BBC TV series *Sherlock* and the characteristics of its Czech fans. The thesis first focuses on technology transformation and media development which have led to a change in the audience behavior in media contents selection. This includes primarily digitization and its implications, types of audiences and their transformation due to technological changes. Furthermore, the thesis deals with the series as a kind of media content and its typology and transformation of narrative, i. e. strategy of series storylines. More on this in the concept of narrative complexity or complex TV. One part of this diploma thesis deals with fans and fandoms. Since the *Sherlock* series originates in Sir Arthur Conan Doyle's literary masterpiece, the thesis pays attention to his life and work and includes selected interesting adaptations that have been made about Sherlock. The thesis mainly examines the fans of the *Sherlock* series. Two types of research were used - quantitative questionnaire survey and qualitative interviews. The aim of the combination of these two research types was to find out the demographic features of the series fans and their habits in watching the series, what are the fans' motives for watching the series, what they like on it and what is their relation to Benedict Cumberbatch and the figure he portrays.