

Annotation

This diploma thesis inquires into the Czech fantasy and sci-fi fandom and its transformations in the last decade, whereas the research focuses on the mode in which the fandom is being viewed by the fans themselves and in which the fans create their fandom identities. The fans were interrogated in a series of in-depth interviews in which they described the significance of being a fan for their personalities and the impact of fanship on their lives. Attention is also focused on the fans' relations, specifically on the relations towards the non-fans, towards the other members of their community, and also towards the trends they consume. The research emphasizes on loyalty of the fans towards their favourite franchises and whether their taste is being steady or if it possibly varies over time. The goal is to examine if these changes in the fans' taste have any impact on the fans future inside of their community. The respondents also described their approach to the technology and the development of the new media, and how this development impacts on their fandom in terms of an access to more texts, or how it can facilitate a mutual communication. Special attention was paid on the way how fans reflect their own media image, if they feel to be displayed in accordance with the stereotype describing fans as a community of freaks, and the way fans deal with this depiction.