

ABSTRACT

This thesis deals with the musical and dance style known as "Salsa" which roots can be traced to the Caribbean of Latin America. In this work, salsa is investigated as a global phenomenon in the local context of Prague and at the same time as a commercialized product. In terms of salsa as a global phenomenon, the work deals with the characteristics of salsa as a social dance in the local context and tries to trace its social functions. In addition to the effects of the commercialization and tropicalized ideas of salsa and Latin American cultures on its form, the thesis also touches on topics such as internal negotiation and external construction of Latin American identity (latinidad), which are related to salsa as a global phenomenon and its commercialization. The work is based on several months of ethnographic research and semi-structured interviews conducted mainly with salseros from Latin America, the Czech Republic and others, not only European countries.

Key words: salsa, social dance, global phenomenon, commercialization, product, commodification of culture, Latin American identity, latinidad , tropicalization, imagination