

Abstract

Viktor Cavadaj is one of the most memorable, even legendary movie characters of the Czech popular culture, who has entertained whole generations of audiences. However, no one asked yet, what is the real reason, that he attracts and fascinates people? By combining the scientific method of content analysis and Richard Dyer's theory of signs of a movie character, it was revealed in our case study, what is Viktor Cavadaj's movie character like. From the research of the movie „Sněžinky a machři“ (Snowdrops and Aces) (1982), a massive amount of both qualitative and quantitative data was obtained, and an analysis and interpretation of this data was made. The results of this research proved, that Cavadaj is the main star of the movie, a person who fascinates people, an eternal leader, the main and funny organizer of events. His true nature is discovered by examining his relationships, his position in the social structure, his actions, his speech, speech of others, his objective correlatives, appearance, gestures, meaning of his name, audience foreknowledge, and mise-en-scene. The most important information about the object of the research seems to be his dualism. He manages to enter into the minds of his social vicinity and film spectators, by combining obvious mastery in the game of power, and apparent serious mistakes. Thus, he provokes all spectators to analyze his behavior, to compare and evaluate his actions. From the modern angle of view, Cavadaj is a celebrity, without any doubt. We can observe, using this case study, which components a celebrity contains, what skills are needed for achieving fame, star quality and victory in the struggle for social power.