

Abstract

The diploma thesis deals with the reactions of foreign performers of popular music to selected social issues in the 21st century. The diploma thesis is divided into a theoretical part, a research methodology and an empirical part. In the theoretical part, the development of popular music is described and its genres are introduced. Selected social issues of today are also theoretically explained. Qualitative analyzes and research questions are defined in the research methodology. The empirical part includes two main types of research. In the first phase, a qualitative analysis of the content of musical texts together with a qualitative analysis of foreign media content is used on musical texts from this century. In-depth interviews are conducted in the second phase of the empirical part. In the conclusion, the results of the empirical part are interpreted and summarized. The aim of this diploma thesis is to find out, through qualitative analyzes and research questions, how world celebrities from the field of popular music stand towards selected social issues of the 21st century and what impact their opinions can have on the general public. The benefit of this diploma thesis is the analysis of the influence of musical texts and world-famous artists on the listeners thinking. Music is a big part of people's lives and can make individuals think about important social issues of today.