

Abstract

Bachelor's thesis *Critic or creator? Merging the roles of cultural journalist and audiovisual content creator* focuses on the specific aspect in which the sphere of cultural journalism is penetrated by people who are themselves engaged in the process of creating cultural contents. The paper first defines cultural journalism and criticism as general genres with linguistic specifics, then focuses on the concept of criticism as an institution and describes the crisis of the critical genre and its form in the digitalized environment of today. Other chapters deal with the precarization of work, a phenomenon during which permanent jobs are replaced by precarious work dependent on part-time and one-off activities, which is central to the Czech and global cultural journalism and its understanding. The thesis defines how the precarization of work affects the cultural industry and media production. The aim of the thesis is to examine the relationship between the roles of cultural publicist and audiovisual content creator, how this relationship is reflected in the activities of those who occupy both roles, and how these roles complement each other. The practical output of the thesis is a series of eight interviews with male and female respondents who, in addition to audiovisual criticism, are also involved in creative production, distribution, PR or dramaturgy in the audiovisual industry. The interviews discuss their work, the fusion of the two work roles and the benefits and limitations of similar employment.