

Abstract

Korean pop and its influence on the fans' activities, comparison of Czech and global fandoms.

In the last decade, Korean pop has become a cultural phenomenon around the world. This thesis focuses on the Czech fans of this music genre. Fan groups, so-called fandoms, are devoted to activities in support of the given idols or activities on a political-legal level. The bachelor thesis goes into detail about the activities of the Czech fandom in the public sphere, their analysis and comparison with the international scene. Using netnography and field research, it points out the specific behavioral characteristics of fans of this music genre, their labeling and self-concept.

Keywords: Korean pop, idol, fandom, Korean popculture, Korea