

## **Abstract**

The bachelor's thesis "Supercrooo and Its Media Tactics Related to the *Toxic Funk* Album" analyzes the controversial album *Toxic Funk* released in 2004 by the Czech rap group Supercrooo. The thesis examines how the album was perceived as a threat to social norms and values and how the media and the public reacted to it in 2004 and 2005. The work draws on the concept of moral panic, first introduced by Stanley Cohen in his book *Folk Devils and Moral Panics* (1972). The thesis also explores the dynamics between popular culture, media representation, and public perception. The methodology of the thesis is based on qualitative content analysis using the method of thematic analysis. The lyrics of the songs from the album *Toxic Funk*, the video clip, media articles, interviews and other media outputs related to Supercrooo are analysed. The aim of this research is to determine how Supercrooo articulated its criticism of popular culture and how the group was constructed as folk devils in the position of mediators of moral panic. The results of the analysis show that the album *Toxic Funk* provoked a significant media and public reaction, demonstrating the mechanisms of moral panic and the role of the media in shaping public opinion. The thesis provides insights into how the media, institutions and the public react to provocative content.