

Abstract

The bachelor thesis deals with the ways of presenting modern dance dancers in the media with a focus on street dance dancers. The thesis contains an introduction to the theoretical part of the concept of dance in the media, and above all empirical findings from this dance subculture, including an analysis of methods, by which this knowledge is obtained. It is divided into an introduction, four parts (theoretical, methodological, empirical, discussion) and a conclusion.

The theoretical part of the thesis contains a brief explanation of the developmental changes of dance and defines the main types of dance styles and their reflection in the media. It analyses dance as a cultural phenomenon throughout history and its transformation into its current form, which was closely connected with the arrival of media and the possibility of integrating dance in terms of the development of technology.

The methodological part of the work defines the research goal and research questions, which are classified into four basic areas. It defines the hypotheses that the research questions supplemented by the analysis of the dancers presentation on social networks will confirm or refute. The methods applied to the subject research are also described, and the conclusion of the chapter reflects the author's own position.

The empirical part contains research results divided into seven main themes. Every topic is indicated by the name of the sub-chapter and together they answer the given hypotheses, research question and other sub-questions.

The discussion contains an evaluation of findings from the empirical part of the work, and the conclusion of the work summarizes the author's view of the subject of research.