

Abstract:

Death is an intriguing phenomenon from many perspectives. Each expert will view it from a different standpoint. Psychologists regard death as a phenomenon that tends to instill fear in people, making it a taboo topic in our society. Despite its undeniable role in every life, we tend to overlook death, partly due to significant advancements in the field of medicine. However, this is not the case when it comes to the death of a celebrity. Mourning the loss of someone we did not know personally but felt a sense of closeness to is referred to by psychology as parasocial grieving. In this thesis, the author explains not only the phenomenon of death from psychological perspectives but also a challenging definitions of celebrities. A significant part of this work is dedicated to discussing parasocial interactions and relationships. The work also briefly touches upon the definition and role of social media in society and provides a brief overview of the life and death of Czech singer Karel Gott. His passing provided the context for the practical part of this thesis. In the practical part, the author analyzes fan comments on the internet, examines responses gathered through an online survey, and completes the picture of parasocial experiences of Gott's death with interviews with media hosts who were involved in radio broadcasting in the days following Gott's death and had insights into the mourning of his fans. This thesis aims to provide a new perspective on the experience of death in the context of parasocial relationships and try to answer whether people's parasocial grieving differs from experiencing the death of a relative.

Key words: celebrity, death, parasocial sadness, fans, culture, media