

This diploma thesis examines how women perceive a true crime genre, which is a genre focusing solely on stories of real-life crimes. The aim of this thesis is to identify women's motivation behind their consumption of true crime as well as to clarify how they perceive and interact with the genre. The theoretical part of this work is dedicated to defining the true crime genre and concepts such as sensationalism and voyeurism that are associated with it. The development of true crime in popular culture throughout the history is also described. Furthermore, the role of women as both the primary consumers of the genre and characters presented in its content is discussed. This is then followed by introduction of the methodological framework. Data for the qualitative analysis were obtained through semi-structured in-depth interviews with women that consume true crime on regular basis and were then analysed using the principles of grounded theory. Open and axial coding of data yielded results, which were then discussed in the context of existing literature. Results showed that true crime is a tool, which helps women not only to understand why crime happens but also to find rational justification for the concept of evil. They are also motivated by desire for justice and their interest in the investigative process. However, women are aware of the controversial nature of true crime and they fear popularization of both the genre and perpetrators, which could according to them result in other people trying to recreate the crimes.