

Abstract

The thesis is focused on the DIY principle that can be a catalyst for collectives and individuals aiming to emancipate (consciously or unconsciously) from individualization and commodification that is symptomatic for today's society. This principle is adopted by various subcultures, but I am focused particularly on the hardcore-punk subculture (or precisely said - counterculture), which ideology is based on the idea of non-consumer society emancipated from values, norms and rules, that are being introduced to us by the mainstream society and its power structures. The analytical part of the thesis is focused on particular individuals and collectives, their activities, motivation, as well as the internal functioning of collectives. A combination of methods of qualitative research, especially participant observation and semi-structured interviews, were used for data collection. Data was analyzed using open coding. The collectives show better ability to resist commodification based on long-term practices commonly used in hc-punk to resist to the process of individualization. Their ability to create communities and collective activities is limited.

Key words

individualization, commodification, hardcore-punk subculture, diy principle, collectives, anarchism