

Abstract

The theoretical part of the thesis delves into the subject of gender in all the necessary dimensions for the elaboration of this work. The term is initially characterized in a broader context and further developed through gender roles and their shaping in society, including more specific terms such as masculinity and femininity, and gender stereotypes. The focus extends to relationships in connection with gender, where the influence of family relationships on development, the impact of peers, and parasocial relationships, relationships between fans and celebrities, are thoroughly examined. Additionally, there is a chapter on what is typical in fashion for men and women. The work places a central emphasis on exploring fandom, with definitions in this area. This includes an exploration of fandom itself, the perception of the term 'fan,' boy bands, and fandoms. The chapter on Harry Styles dissects his stance on gender through various statements, fashion, and the lyrics of his songs. The practical part of the thesis involves semi-structured interviews with fans, representing both women and men. Based on the results and materials, subsequent analyses are conducted. The work aims to explore how fans perceive Harry Styles' views on gender roles in society and whether they are influenced by his opinions on this issue.