

Viewer Reactions to The Performances of Same-Sex Couples in Entertainment Programmes

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Abstract

The project aims to examine public perceptions of the participation of same-sex couples (one male, one female) in the popular entertainment program "Dancing with the Stars" (polish edition). The analysis will focus on the discourse surrounding the program's broadcast online, particularly in comments posted on various social media platforms. The expected outcome of the project will be to identify the dominant narratives and emotions accompanying the perception of same-sex couples online and to identify differences in how they are perceived across various social media platforms. The findings will contribute to the broader debate on the level of tolerance and acceptance of diversity in Polish society, demonstrating how entertainment media can influence attitudes towards sexual minorities. In recent years we have seen an increase in the presence of LGBT+ people in media, particularly in mass entertainment formats. This phenomenon is a significant element of contemporary cultural and communication transformations, contributing to the debate on inclusivity, the visibility of minorities, and the role of the media in shaping social norms.

Keywords: comments; online reactions; Dancing with the Stars; social media