

ABSTRACT

The bachelor thesis maps the origin, development and changes of the literary centre and literary periphery in the period of turning points in history from 1986 to 1992 on specific material. The phenomenon of changing publishing preferences and the phenomenon of changing the author's work itself is discussed in detail. The thesis aims to answer the overarching fundamental question: Who influences the form of the literary market and culture the most and on what basis this "natural selection", where one part of production becomes the centre while the other becomes a periphery, but often in an unbalanced proportion with quality, takes place.

This thesis theoretically explains the issue of the literary centre and the periphery in a broader cultural and social context, noting that the literary "explosion" may have a controlled character and therefore predictable impacts on society. A fundamental benefit should be the analysis of the relationships between literary works and the requirements of those structures that model the form of the literary market.

KEY WORDS

literary theory, literature management, centre and periphery, publishing reviews, explosion, Miroslav Florian, Vladimír Páral, Jurij Lotman