

The Thirty Years War (1618-1648) is one of the major events in both the European and the Czech history. It affected the whole of Central, Western and South Eastern Europe. The 17th century, however, did not see only raging wars; it also saw the birth of Baroque culture in Bohemia. An essential part of the culture was art and the fine arts especially. In the fine arts the religious and social events of the era found their clearest reflection. Moreover, fine art, for various groups of people, was a clear appeal to change their political opinions, systems of values and religious beliefs. The 17th century provided new impetus for the development of newspapers, brochures and leaflets; most of these were published in print. The majority of events which took place in Bohemia or outside of it were thought to have a major impact on history. This was very important for the then media, as it provided them with a reservoir of events to report on.

In my thesis, I examine one type of printed reports, namely printed single sheets, which have been well preserved in sufficient quantity. Printed single sheets were used to convey emotionally coloured content to influence the warring parties of the Thirty Year's War according to their author's aim. In my thesis, I look at history through single sheets, which were mainly intended for a layman audience, which could not read and spoke only its mother tongue. Although my approach has chiefly been theoretical, I still had to analyse preserved sources to be able to reconstruct the way the 17th century media saw events, to find out what type of information was in circulation and what of it was used for propaganda.

A comparative analysis of single sheets shows that, for the pro-Hapsburg account of the events, politics was, initially, more important than religion.