

Abstract in English

This thesis will consist of three parts. In the first part, the author will describe, based on chosen media sources (movie, television, theater, radio, CD, internet, social media), how Božena Němcová is presented. Furthermore, based on specialized literature, the author will create a profile of generation Z. In the second part, she will conduct questionnaire research amongst generation Z members, as well as pen and paper interviews. Lastly, she will analyze and interpret the results of the previous parts and will try to answer the question: „How is Božena Němcová perceived by generation Z.” The thesis includes a large annex available electronically.