

Abstract

Ostalgia is a phenomenon that manifests itself in all areas of human activity – in fashion, culture, music, goods available on the market, or simply in the memories of human beings. This thesis mainly focuses on the cultural level, specifically on television series. The theoretical part is dedicated to collective memory and the culture of remembrance, two aspects that are very closely related to the cultural level. Ostalgie reminiscence often emphasizes material goods, as if the reminiscers were trying to preserve something from a time in which they will never find themselves again – except through memories. Here, I find it interesting to link the phenomenon of ostalgia with the so-called memory of things, defined by Jan Assmann and further analyzed in more depth by anthropologist Arjun Appadurai. By using objects from the times of socialism, people preserved at least part of their earlier lives; memories stored in these objects can be recalled even after several years. The phenomenon of ostalgia will be specifically examined in two Czech and two German television series. The Czech examples are represented by the TV series *Vyprávěj* and *Svět pod hlavou* produced by Czech Television. The two German series *Ku'damm* and *Deutschland 83* were chosen to represent an approximate equivalent to the Czech selection. The analysis of the series is processed using grounded theory and is very closely connected to the theory of the memory of things by Jan Assmann discussed in the first part of the thesis. Through this thesis, I aim to answer what concrete forms ostalgia takes in these four selected shows and in what ways they differ.