

At the beginning is this thesis about general poetics of title (functions of titles, historical poetics of title, typology of titles and about relations between the text and the title of a literary work). This thesis briefly concerns with specifics of contemporary Czech literature (literature after year 1989) and its titles. Further, it deals with ways of attractivization of titles. The focus of this thesis consists of analysis of titles of contemporary Czech fiction. We wanted to answer the question, what are the titles about, analyzing the titles of different genres and types of titles. The hypothesis about titles has been confirmed. In the majority of cases it is truth that titles are closely connected with the subject matter of the book. Furthermore, some of the titles, tell us something authors, about their biography and their poetics. Thanks to their form they can signalize theme or/and genre, but they do not predicate of affiliation to popular or artistic literature (titles of artistic and popular literature differentiate not by their form, but rather by fitting-in to the text of a book that seems to be better thought through in the case of artistic literature than in the case of popular literature). Subtitles mostly refer to genre and theme. We also state features of postmodern titles that are based on general characteristics of postmodernism (especially intertextuality, ambiguity, drifts to mystifications). The research has confirmed Daniela Hodrová's theory about contradictory tendency of titles – (1) strengthening of the linkage between title and semantic structure of literary work and (2) slackening of the relation between the text of a book and its title. The first one is more frequent, but the second one is not rare as well.