

Strip is an original comics' subgenre with a rich history and a wide range of current utilization possibilities. The main goal of these theses is to describe the usage of strip in the Czech environment and culture, especially after the breakdown of communistic in 1989. In the first chapter of my work I focus on the history of strip and on its development in course of centuries. The second chapter is dealing with the definition of strip as comics' subgenre and on its determination against other similar genres. The third chapter constitutes the most important part of my work and it deals with the Czech strip, and its most famous creators. Besides of it I also particularly focus on several translators of the most significant foreign strips. The last chapter attend to current usage of strip, especially in the advertising industry.