

# Abstract

The thesis deals with the formativ of Czech bar scene and its social composition of the new entertainment phenomenon, *American bar*. The main job is to focus on the development of institutions *bar* during the First republic, the emergence of new republics created unprecedented possibilities for realization of post-war feelings, and so-called „Thirst“, which rose to a new wave of hedonism associated with a gradually risik standard of living. Aim of this study was a comprehensive analysis of the phenomenon on the example of Prague bars, which includes work such as response to the public in the legislative and federál level. It futher outlines the cultural atmosphere of the bar, the bar forms of promotiion, the normal working, but also the position in the field of international cooperation or a reflection of the bar in the art.