

## **Abstract**

The aim of this work is to analyse the image of current folklore and folklorism in the Czech Republic through the eyes of folklore ensemble members. It is divided into multiple parts, each of them focusing on different aspects.

The first part deals with traditional folklore, its characteristics and functions, and then focuses on other term folklorism, including their comparison, as those two phenomena depend on each other. This comparison is based on the different environments where folklore and folklorism appear, their dissimilar functions and the amount of stylization. Folklorism is furthermore also put into context with mass culture and mass communication.

The subsequent part is dedicated to analysis of public attitudes towards folklore in various historical periods as well as to previous research findings in the Czech Republic in reference to current activities of the government and of international institutions focusing on preservation of this part of cultural heritage.

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A considerable amount of attention is paid to analysis of folklore groups that work with traditional sources and participate on preservation and evolution of folklore, as a distinct social group, since these activities are not only pursued for leisure, but serve commercial interests as well. A similar approach is used to analyse folklore festivals.

This theoretical part is followed by an empirical part, which focuses on perception of folklore and folklorism by the folklore ensemble members themselves in relation to age, sex, territory and education. Of particular interest are the members' attitudes toward „current“ folklore and unconventional work within the folklore sources