ABSTRACT

In the theoretical part of this thesis are discussed concepts of collective memory created by Maurice Halbwachs, Pierre Nora and Jan Assmann, the author considers them inspiring for the research about forming of collective identity. Case study is given to the South Bohemian town of Písek and the changing of its identity in the second half of the 19th century. It gives an overview of available sources and detailed biographies of people, who were most important for the forming of local identity. By using the analysis of dictionary entries are recognized basic attributes of local identity and their various forms, focusing particularly on process of modernization.

KEYWORDS

City of Písek, local identity, collective memory, process of modernization.