

Annotation

The thesis is based on questionnaire survey conducted among 136 so called „green and colourful“ respondents. The term „the colourful and the green“ comes from the professor of environmental sociology, Hana Librova, and refers to people living the ecologically beneficial lifestyle that can be characterized by voluntary or intentional modesty. The target of the survey was to find out whether these people are influenced in their lifestyle by books or which books would articulate their worldview the best; what books they resonate with. Often repeated titles formed a „green influential literary canon“ that is further analyzed in the thesis. First, the canon as a whole is examined, second the three most frequent books are studied with an ecocritical approach.

In the canon, a minimum titles from the field of deep ecology, nature writing as well as science fiction or utopia were registered. Despite the expectation, there were many books related to New Age movement in the canon as well as pop-cultural spiritual writings. Nevertheless, books concerning native americans, together with eco-philosophical works largely dominated. Functions that the publications fulfill for the readers are seen as a clamp of diverse books in the canon. There are three main functions defined and further explained: myth-constituting, instruction-giving, advocacy.

In the third part of the thesis, the ecocritical point of view is employed to analyze three most frequent books in the canon. These are *Two Little Savages* by Ernest Thompson Seton, *The Education of Little Tree* by Forrest Carter and *The Man Who Planted Trees* by Jean Giono. The thesis searches for the environmental ethics which the books are based on and looks for the practical manifestation of ecologically beneficial lifestyle contained in the analyzed titles. It is showed that the ecological lifestyle and sustainable management in the books include identically: modesty, conscious consumption from local sources, relative independence on state, craftsman skills and living close to the nature.

Key words:

The colourful and the green, Hana Librova, canon, green literature, green writing, nature writing, ecology, ecological literary criticism (ecocriticism), environmental ethics