

Abstract:

The aim of the bachelor thesis is to analyse propaganda of the British Empire in the film between the years 1918 – 1939. The British Empire was weakened after World War I, but still became an expanding area and had decisive role in the world politics. The power and the authority of the Empire were often presenting on exhibitions, in the theatre, on paintings, posters, in schoolbooks, in literature for children, on radio or in the much developing film industry. People of all ages were attracted by films and cinemas could affect people either with propaganda's film or with adventure films. In my thesis I look closely on the age of New Imperialism in Great Britain and consider why it was the film industry where values typical of 19th century such as militarism, patriotism or Social Darwinism remained even after the World War I. Further I focus on how British cinematography dealt with the rising Hollywood production and explore the influence of government support (Cinematographic Film Bill, film department of Empire Marketing Board, film production of General Post Office) on British film production. The aim of the thesis is examining the theme of British propaganda in the film in the Czech surroundings. Next aim is explaining reasons which head towards to propagate the values of the British Empire in the film.