

Abstract

This diploma thesis deals with the way material artifacts participate in the creation of the retrospective depiction of the past in the second season and the third season of the series *Vyprávěj*, which takes place in the years 1873 – 1989. In the empirical part of the thesis a semiotic analysis was made. The goal of the thesis was to determine which material artifacts evoke the atmosphere of the past in the series and if these artifacts can be considered the carrier of visual information and semantic levels. We focused on stage properties which can be found in the settings of individual households, workplaces and other places which can be seen in the series and we made an analysis from the viewpoint of their occurrence. At the same time in connection with the chosen material artifacts we focused on their function in the narration and their meaning for depicting the past. The study also deals with the ways the viewers of the series remember the period of time which the series depicts. As a part of the analysis the viewers' opinions recorded on the official Facebook websites of the series *Vyprávěj* which were related to the stage properties and the memories of the period of normalization were gathered.