

Abstract

The bachelor thesis informs about an archiving system of promotion materials, namely a poster and a leaflet as documents of a short-term character in selected Czech and Moravian libraries. At the same time it describes for what purposes these promotion media are used in libraries most often and through what distribution channels they are released to the public. We have chosen two libraries, namely the Library of Matěj Josef Sychra in Žďár nad Sázavou and the Library of the City of Hradec Králové, on the documents of which we observe in details the development of preparation of both types of promotion materials since the 1960s. The thesis also captures and describes changes that the above-mentioned processes (archiving, utilisation, distribution, and production) underwent thanks to the ICT introduction.

The thesis consists of two parts, a theoretical one and a case study. The theoretical part provides a professional support to the case study; development of a poster and a leaflet is elaborated in it in a historical context; their role in marketing communication is reminded as well.