

## Abstract

My diploma thesis called “The Meander publishing house” characterizes this publishing house in the context of the current state of the book market and children's reading. There is a paradoxical situation in the Czech Republic. Although literary production of books for children and young people increases a lot in recent years, recent readership surveys show a significant decline in reading habits. There are several institutions in the Czech Republic trying to enforce the motivation to read and to support high-quality children's publishing. The Meander publishing house is annually involved in encouraging children to read through the festival called “Děti, čtete?” (Children, do you read?). The Meander publishing house offers the quality outstanding books which resulted in increasing of the literacy level of the Czech Republic. The publishing house is connected with the name Petr Nikl, an author, artist, theater artist and musician. He is a well-rounded Czech artist and thus he is considered to be one of the most significant personalities of Czech culture. Nikl is also very popular with readership for his literary activities in the field of nonsense prose and poetry.