

## **Abstract**

The Munich Oktoberfest was established in 1810 as an instrument for strengthening the Bavarian identity in the new developed monarchy. In the 1950s it has evolved into an international event which is being visited by millions of people from all around the world. This development lead to negative opinions about the present purpose of the Oktoberfest. The aim of the thesis is to confirm or refute these critics which deny any connection between the past and the present form of the Munich festival. The introduction deals with the theoretical background and terms such as remembrance or festivals and celebration. A substantial part of the work consists in the discourse analysis of the Bavarian identity with its main symbols which are closely linked to the celebration of the Oktoberfest in Munich. The main part is devoted to the Oktoberfest itself, its origins and development with the most important moments and main features. The research is completed by a quantitative analysis of facts and numbers which are essential for this subject.