

Abstract

The work reflects one of the most popular fictional character of the first half of the 1930s, Pepina Rejholcová. Pepina Rejholcová, whose author Frantisek Voborsky, an important personality of Czech comics, has appeared in the Czech press at the turn of the 1920s and 1930s – first as a side character of humorous drawings or illustrations for popular song lyrics. Soon after, she reappeared on the silver screen, on pages of children's books, or in children's rooms in the form of toys and sweets. The transformations of the originally illustrated archetype caused by the switch among the various media are the center of interest for this work. In this context, the aspects of intermediality and transmediality are examined, both in special and general terms. It is mainly the extent to which the originally cartoon character changes, and whether the content of the message, the narrative patterns and the concept of humor is changing as well. In broader context, the work is a contribution to the theme of media and institutional integration. The work is divided into five parts and a conclusion. The first part outlines the theoretical viewpoints, the second part is devoted to Pepina Rejholcova's character, the third part reflects media representations, the fourth discusses essential characteristics of typical humor and the fifth part adds up historical context, Illustrations are attached.