

## **Abstract**

This thesis focuses on the commodification of remembering in the case of the Prague Burlesque group. Burlesque or neo-burlesque as an entertainment genre is not as well known in the Czech context as it is in Western Europe, USA or Canada. However, after ten years of activities of the Prague Burlesque, this genre has been receiving more and more recognition in the entertainment market.

In this thesis I focus on the perception of burlesque and remembering on the „golden age“ as perceived by the members of the Prague Burlesque group as well as the audience of the shows, and how this remembering is commodified in the field of marketing, either in relation to the regular Prague Burlesque Show or the annual Prague Burlesque Festival.

This thesis combines theoretical concepts relating to simulacra (Baudrillard, Mac Cannel), collective memory (Halbwachs, Erll) and commodification of retro and nostalgia after the World War II (Grainge, Moore) with my field research, which took place from 2015 to 2017.