

ABSTRACT

This bachelor thesis entitled *Czechoslovak Film Poster in the Context of New Wave* deals with the topic of Czechoslovak film posters of the 1960s in connection with the New Wave movement in the film industry in Czechoslovakia. It was a period of political liberalization which stimulated the emergence of quality art unaffected by the communist regime. Thanks to the establishment of the art commission, a number of prestigious artists were given a unique opportunity to create film posters funded by the state. The posters became not only an important way of film promotion but also an expression of modern art tendencies. The thesis consists of three main parts: the first chapter focuses on film of the 1960s with a particular regard to generation of young film makers considered today as the New Wave founders. The second chapter tries to compare main aesthetic changes of Czechoslovak film poster of the 1960s with the preceding decade in connection to influential social and cultural context. The last chapter reflects the main topic of the thesis – to trace how (and if at all) the poetics of the film was written into the poster itself. On eleven examples, this work compares a specific film language with a poster in an effort to observe the relationship and dialogue that takes place between the synthetic work of art and the artistic expression of the poster itself.