

ABSTRACT

My diploma thesis deals with the Nakladatelství Franze Kafky publishing house. It is a case study about problematics of small publishing house, which is oriented on a small audience, and its place on the contemporary book market. Nakladatelství Franze Kafky was officially established in 1991 in Prague, and it is a part of a non-profit cultural organisation called Společnost Franze Kafky. The transformation and history of the book market from 1990 to 2016 is outlined in order to understand the contemporary context. The second part of the thesis is focused on the history of Nakladatelství Franze Kafky, divided into two stages according to two former chief editors - Marta Železná and Markéta Mališová. The last chapters are dedicated to description and analysis of the way of publishing practice, and the internal structure of the organization, and its possible differences from the usual process of book creation. Subsequently, book production and three main profile editions are presented. The aim of the thesis is a comprehensive description of the history and present state of Nakladatelství Franze Kafky.