

Abstract

This thesis focuses on self-reflexive representation of Czech game developers on pages of Level magazine between 2015 and 2021, which is one of two continually released game-oriented periodicals in the Czech Republic. The aim of this thesis is to define the key topics that Czech game developers consider crucial and to place them in a broader theoretical framework. The main qualitative research method used is thematic analysis, examining articles that were part of the *Dilna* section during the period. A total of 25 articles were analysed, falling genre-wise into the category of postmortem, which aims to re-present the work of developers with all its negative and positive aspects. The results of the thematic analysis show that Czech game developers in the articles reflected mostly topics of funding, working with gamer and fan community and differences between the way of working in Czech and foreign development studios. The research sample also shows that the major Czech game studios have a major historical importance and influence on the cultivation of the entire Czech game development. The analysis also results in the finding that Czech developers prefer global development and distribution platforms to traditional models and tools. For them, these platforms represent a major facilitation of entry into foreign markets and simplification of the development process.