

**Abstract (in English):**

*This thesis analyses the computer game Kingdom Come: Deliverance and the 2022 film Medieval. Its aim is to explore the role of history in popular culture. The object of the analysis is the marketing campaigns associated with both works. Methodologically, the work draws primarily on the fields of medievalism and game studies.*

*The two, originally Czech projects, are compared in terms of how Czech history is portrayed, as well as the different creative intentions that motivated these representations. The thesis discusses the crowdfunding campaign of Kingdom Come: Deliverance on Kickstarter, the controversies that accompanied the game, as well as the creative background of the film Medieval and its marketing campaign. The last part focuses again on Kingdom Come: Deliverance and analyses the animated intro and opening cutscene of this video game also in relation to its promotion campaign.*