

ABSTRACT

The diploma thesis deals with the popularity of characters in children's literature, among three generations – children, their parents and grandparents. The main goal of this diploma thesis is to find out how the popularity of the characters changed in individual generations. The work is divided into three main parts. The theoretical part contains several main units. In the first unit, the author deals with literature as such, its history, division and various literary genres, including different concepts of the character according to several authors, for example Daniela Hodrová, Bohumil Fořt, Chatman or Aristotle. In the second part, he presents the character, his characteristics, history and other types of characters in literature. The work then focuses on children's literature, its development, its history and the popularity of characters according to Jiří Trávníček's research, in which individual generations of readers and the phenomena associated with them are described, which will also be part of this work.

Qualitative research is presented in the empirical part of this work. The chosen method is personal interviews with four different families. All respondents are divided according to place of residence, age, gender and education into several categories, which were subsequently compared across the research. At the end of this section, the results of the qualitative research – interviews are described. The results are also processed in graphs with an attached comment.

In the last part of this work, the obtained results are subjected to analysis and then compared with the research of Jiří Trávníček. The results are processed in graphs with an attached comment and divided into two narrower categories, which are the reading infrastructure of individual families and the popularity of characters in individual families. The research is then compared with generations and selected phenomena according to Jiří Trávník, which are described mainly in the book *Czech Reader's Republic*.

The result of the research was that respondents of the same age across families do not have any literature in common, but in individual families the relationship to literature, literary genres and favorite books are passed down from generation to generation. It also mattered a lot where the respondents lived when they were young and what their parents' reading care was.

KEYWORDS

literature, character, literary genre, literature for children, Jiří Trávniček, generation, phenomena, character characteristics, development of literature, main character