

ABSTRACT

This thesis maps the Czech book market from the point of view of the most appreciated Czech publishing houses. Its aim is an overall analysis of Czech publishing houses writing for children and young people, the quality of their production or an assessment of the popularity of literary genres among pupils of younger school age. The focus is mainly on the seventeen most frequently awarded publishing houses in several book competitions over a period of ten years. Both the book contests and the book genres are characterized in more detail in this piece of work. The entire research part of this thesis is based on the literature and detailed research of relevant websites. The practical part of the thesis aims to analyse the reading preferences of second grade students. Specifically, the research focuses on their favourite genre and thematic preferences together with their perception of the production of Czech publishing houses. The research is carried out using the participant observation method and a group interview with the participation of approximately twenty-five pupils of a particular second grade class. The research yielded several most recurrent aspects according to which pupils choose their books. This is, for example, whether animals are featured in the book. Then, it is the size of the font, the illustrations or if the book is inspired by a computer game. Also, the research shows the most popular literary genres of younger school-age children. These are stories with animal heroes, adventure books, detective stories and stories about children and young people. Last but not least, the interviews revealed which publishers pupils prefer or which award-winning titles pupils are most interested in. Preferred publishers include *Albatros*, *Fragment* or *Pikola*. The following titles emerged from the research as the very favorite award-winning titles: *Diary of a Wimpy Kid*, *Prašina* or *Bydlíme*.

KEYWORDS

children's publishing, younger school age students, literature awards, genres, fairy tales, legends, animal hero stories, children's and young adult stories, popular science books, fantasy, science fiction, comics