

Abstract

The bachelor thesis focuses on the group *Národopisná Morava*, which was founded in Uherské Hradiště in 1939. In addition to its ethnographic focus, which included the organisation of ethnographic events and courses, the group also cooperated with the occupation and the Protectorate administration. The thesis deals with the process of its establishment, the characteristics of its programme and its functioning within the Protectorate of Bohemia and Moravia. The first part of the thesis is also devoted to the relationship of this group with *Národní souručenství* and the Occupation Administration, from which *Národopisná Morava* gained a monopoly on the organisation of ethnographic festivals during the years of World War II. The second part of the thesis analyses the ways in which *Národopisná Morava* used folk culture to achieve its goals and promote its interests. The aim is to show, through content analysis, the connection between political issues and folk culture within the periodicals to which members of *Národopisná Morava* contributed. This connection is further explored in relation with ethnographic festivals, which were well attended due to the popularity of folk culture. The events organised by *Národopisná Morava* and ethnographic festivals in general were among the few events that were supported by both the Protectorate and the Occupation Administration. This combination of two different spheres was used to influence the population and to increase their contact with political issues and cultural events.