

This master's thesis deals with the topic of depicting the past in popular culture with an emphasis on the phenomenon of nostalgia, examined through the case of the TV shows *Life on Mars* and its Czech adaptation *Svět pod hlavou*. In its theoretical part, the thesis first introduces the concept of collective memory and describes the important roles of communication technologies and media in memory processes. The next part is dedicated to the phenomenon of nostalgia, which is described in terms of its history, changes in meaning, its manifestations and significance in media content and popular culture, and lastly a specific form of nostalgia is described, this form being the post-socialist nostalgia. The rest of the theoretical part is dedicated to the brief description of the historical contexts in which both of the analyzed TV shows are set. In its research part, the thesis focuses on qualitative content analysis of both series, and based on its results we can identify five thematic categories of elements that are used in both TV shows to evoke the past or nostalgic sentiment. These categories are then compared between the two TV shows in terms of the meanings they create about the past and in terms of the role that political ideologies of the past play in its individual depictions.