

Abstract (in English)

This bachelor thesis presents an analysis of the star image of actress Jana Brejchová in the defined period of 1970–1975. The analysis of this image is based on the theory of star studies, specifically on Richard Dyer's monograph *Stars* (1979). The study summarises specific aspects of the Czechoslovak star system and pays special attention to the exceptional position of Jana Brejchová in this system. An analysis of the contemporary press and Brejchová's films (with special attention to costume dramas) reveals her particular star image as a romantic heroine and the embodiment of the ideal image of womanhood. Furthermore, my study reflects on the filmmakers' popularity of the historical genre during the normalization period. The thesis thus highlights the interconnectedness of Brejchová's normalization star image with the then trend of historicizing production.