

The diploma thesis focuses on the iconographical analysis of the imperial representation of Joseph I and its literal and emblematic sources in graphics (university theses, book engravings) primarily from Czech and selectively also Austrian collections. The sophisticated concepts of sovereigns' glorifications of 17th and 18th century reside in the rhetoric figures representing continuity between the sovereign and the ancient Roman empire, solar symbolism of the triumph over the enemy, figures originating in the ancient mythology or *pietas Austriaca*, which is presented as a typical virtue of the Habsburg family. The young successor and afterward emperor is celebrated as a culmination of political, diplomatic and war successes of the Habsburg Empire and as an example of the rulers and human virtues also, among them the especially position has wisdom and justice. Principles of this iconography represent – in the case of Joseph I whose reign was very brief – an interesting and not so known intermediate stage between the well-developed „images“ of Leopold I and Karel VI.