

The core topic of this thesis is National Calendar (Národní Kalendář), later also known as Pečírka's National Calendar (Pečírkův Národní Kalendář), and its former. National Calendar had been published in Bohemia yearly for almost a hundred years, from the 1850's till the end of the 1940's. The success of National Calendar was undeniably the result of the efforts of Dr. Josef Pečírka, the founder of the Calendar, and his wife Mariana, who carried forward the tradition of publishing the popular book after her husband's premature death. However, not even her own death brought the end to the Calendar; the Pečírka family kept compiling and publishing it regularly each year until 1949.

In this thesis, the author focused mainly on the period 1858 - 1904, the era spanning between publishing of the first issue of the Calendar and the death of Mariana Pečírková who represented the first generation of its creators.

The first chapter represents an introduction to general history of calendars. It gives an account of inception of calendar as a system, describes the first means of its recording and the later shift towards book-like calendars, and depicts the evolution of calendars in the world. This chapter also mentions the predecessors of classical calendar literature and follows the bloom of calendars in Bohemia, especially in the 19th century (called sometimes the "Golden Age" of calendars).

In the second chapter, the author pays closer attention to National Calendar itself. The chapter depicts its structure, the content of its two parts - the entertaining and the educational one - and its regular and random rubrics. It lists some of the more significant authors of the Calendar, and also takes a look at the advertising, layout of the Calendar and some aspects of the editorial work. ...