

ABSTRACT

The subject of this thesis is the analysis of the period discourse of tobacco product consumption in the Czech lands between the years 1864 and 1914 with main focus on the unifying and differentiating potential of tobacco. The aim of the thesis is to portray how the tobacco consumer was perceived, whether they were a pipe smoker, cigar smoker, a smoker of cigarettes newly mechanically massproduced in this period or individuals insufflating ground tobacco, usually called snuffers. The thesis deals with the representation of the physical appearance and characteristic attributes of tobacco consumers in period source material. It also tries to depict how the smoking and snuffing by women and children was perceived. This thesis also aims to capture the social distinction that tobacco consumption was associated with and how it was perceived by individual social groups of the period. The representation of period social space and its segmentation in connection to tobacco consumption is also a part of this research. The thesis also addresses the interconnection of the period eugenics discourse and the tobacco discourse. A wide spectrum of period monographies and periodics dealing with tobacco consumption was analysed as well as selected period illustrations representing tobacco consumption. The source of these illustrations was *Humoristické listy*.