

## Abstract

The bachelor thesis deals with the anti-myth and myth of Josef Hasil, a smuggler from the Šumava region and the most famous bearer of the nickname „King of Šumava“. The thesis reflects his image before 1989, which was fundamentally influenced by the famous propaganda film *Smugglers of Death* (Kráľ Šumavy) from 1959. After the Velvet Revolution, the purification of Hasil's reputation was attempted when his life was being reinterpreted based on facts. His dramatic fate has also been featured in post communist popular culture titles. The most successful representative could be classified as a biographical novel about Josef Hasil called *Návrat Krále Šumavy* from 2012. The novel inspired narration of three-part miniseries *King of Šumava: Phantom of the Dark Region* (Kráľ Šumavy: Fantom temného kraje) (2022) produced by a commercial TV station and distributed on its VOD platform Voyo. Both projects present their effort to straighten out the fates of Hasil's life, yet there is admitted fabrication in the story. However, an analysis of the texts of both works shows that the revision of historical reality is not neutral and corresponds to the post communist discourse on the perception of heroes of the third resistance, which can lead to their exclusive glorification and the suppression of discussion about the controversial nature of certain acts. The thesis assumed the presence of revisionist narratives of the mentioned works in media coverage for the 100th anniversary of Josef Hasil's birth in February 2024 and the event of the series' publication in December 2022. Through qualitative content analysis of two samples of texts comprising eleven and twenty-eight media outputs, the research concluded that there is no general adoption of the series narrative. However, the inclusion of semiotic analysis for decoding and interpreting the used signs showed that the messages tend to tell Hasil's story in a style evoking predominantly positive connotations, thus supporting the creation of a myth around his person.