**Personal and Intimate: Czech Broadside Ballads as Text, Art, and Song in Popular Culture, ca. 1600–1900**

The paper presents the book Czech Broadside Ballads as Text, Art, and Song in Popular Culture, ca. 1600–1900 (Amsterdam University Press 2022). It provides an overview of the phenomenon, history, and materiality of Czech broadside ballads. It is focused on the specific features of Czech broadside ballads and their international parallels. The paper also pays special attention to English and Czech terminologies used in this book. Czech broadside ballads are revealed to be a unique and local cultural phenomenon, but they also exhibit features common to Central European and Western European printed ballads.

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