

Abstract

Based on Lakoff's theory of conceptual metaphor the thesis provides an insight into how the literature was used performatively to offer resources which illustrate the target domain – concept of socialism/communism and ways of its building-up. The primary texts used as material, were presented as obligatory for gaining of Fučík's badge; this campaign regulates both, reading sources and also the way of understanding of chosen canonical prose and will be seen as an emblematic and forceful instrument of narrative ideologization at that time. The interpretation of the canonical prose and subsequent analysis will be based on brochures made for the Fučík's badge, which will offer the viewpoint of current reader or more precisely candidate of this badge and therefore, the thesis especially looks for the root/conceptual metaphors which this institutionalised interpretation considers to be significant.

Key words: socialism, Fučík's badge, root/conceptual metaphor