

# Abstract

The thesis aimed to analyze the depiction of the monetary reform in 1953 in Czechoslovakia in the regional printed media in Olomouc (Stráž lidu and Časopis Krajského národního výboru Olomouc) and to compare the published reports at the regional level with the national press (Rudé právo and Svobodné slovo). A more detailed look into the situation was also provided by examining the archival documents of political authorities (HSTD, the press department of the KV KSČ in Olomouc and the KNV Olomouc) who were in charge of the analyzed newspapers and the aim was to find out whether the written instructions to individual editors on how to report about the economic changes in the newspaper were preserved.

For the analysis of archival materials and preserved copies of selected newspapers, I chose the historical direct method, historical-comparative method and narrative analysis. Research in the archives did not provide direct evidence that the competent state authorities in charge of the analyzed periodicals passed instructions on what is to be printed about monetary reform to the editors of each analysed newspapers. However, the fact that the notes on instructions have not been preserved does not preclude their existence. Thanks to the historical-comparative method it was possible to find based on the examined content of periodicals that the same topics appeared across all titles, which always sounded in favour of the regime who made those economy shifts. The narrative analysis and interpretation of printed content make it easy to see that there is unity in presenting the information. Although the regional newspapers had varying content, especially because of the use of news from the region, their overall concept and topics used were entirely in line with the national press. It did not matter whether the citizen at that period read, for example, Stráž lidu or Svobodné slovo. Both had the same content and tone, only with the regional concept of news in regional periodicals. It is therefore clear that guidelines on how to write about monetary reform existed was probably either not preserved or were not recorded in paper.

The goals of the thesis were fulfilled, although I supposed to find written sources with instructions for the editors of individual periodicals. The analysis of media content in regional periodicals in the Olomouc Region found that the regional press proceeded uniformly with the national press when processing content. All the news sounded pro-regime, and everything that was referred to the reform and abolition of the rationing system was always said to be for the benefit of the people through building socialism and combating capitalism.

