

Abstract

Diploma thesis „Use of the Czech press agency for the purpose of propaganda” analyses the relationship between the Czech press agency, state and its executive in seven time periods from 1918 - 1993. Theoretical aim of this work is to delimitate the status and mission of the Czech press agency in relation to the state and its executive in each of the seven chosen periods, based on the official legislation.

Practical part focuses on an analysis of ten randomly chosen news stories concerning government's activities from three different journals in each of the seven periods. Each analysed story contains one of the keywords government, party, minister or state. Each story is also produced by the Czechoslovak/Czech press agency. Main target of this work is to delimitate clearly the relationship between the Czech press agency and the state, then subsequently demonstrate, using qualitative analysis, how was this relationship reflected in the content of agency's news. For example, how was the communication between the Czech press agency and the state changing and how was the communication between the state and the public through the Czech press agency changing in each of the analysed periods.

This work contains a comparison of two chosen analysed periods (prague spring and perestrojka). It compares differences, or similarities in which the agency was used by the state and its executive for the purpose of propaganda. Periods of prague spring and perestrojka were chosen intentionally, as the content of the news produced by the Czech press agency in both of these periods was almost identical and as this thesis shows, there was not much difference in how the relationship between the Czech press agency, state and the government changed either.

Conclusion, based on an evaluation of the agency's news content in each of the periods and comparison of two chosen periods, answers the question whether the Czech press agency has ever changed its relationship with the state and the executive ever since it was established. This work also answers the question whether the agency has ever been independent of the state power.