

Abstract:

The presented bachelor thesis deals with the world chess championship between Robert Fischer and Boris Spassky in 1972 within the context of the sports rivalry between the US and the USSR during the Cold War era. The thesis analyses the roots and manifestations of the sports competition between the United States and the Soviet Union, it explores the differences in approach to sporting representation and chess in both states. This work also captures the cultural and sports exchange after World War II which led to mutual visits of the American and Soviet chess teams in their respective countries. Attention is paid to the causes of the media attention devoted to the championship of 1972, which include the then-existing Soviet dominance in world chess, the amount of prize money, and the eccentric behaviour of the American chess player Robert Fischer. A fair amount of attention is given to the depiction of the championship in the American, Czechoslovak, and Soviet press, and it focuses on the way in which both players were portrayed as representatives of their countries.

Key words:

cold war – propaganda – chess – Robert James Fischer – Boris Vasilyevich Spassky