

The master's thesis deals with the approach of the communist regime to the cultural promotion of the Czechoslovak Socialist Republic in developed capitalist countries, based on the analysis of selected foreign exhibitions with Czechoslovak participation. The presentation at these exhibitions was an important instrument of Czechoslovak foreign policy, which made it possible to influence the foreign public and political representation in the style of soft power. The master's thesis focuses on the form and application of this foreign-cultural policy during the early phase of the so-called normalization and examines its continuity or discontinuity in relation to the reform period of the 1960s. It focuses on the circumstances of the origin and course of the implementation of the World Exhibition in Montreal, the Man and His World exhibition, the World Exhibition in Osaka and the Czechoslovakia – a Country of Two Cultures exhibition. In addition to the above, it briefly discusses the previous development of world exhibitions. The master's thesis draws to a large extent from primary sources. In particular, the materials of the Government Commission for Exhibitions, which discussed specific forms of exhibitions, and documents of the Ministry of Foreign Affairs, including reports from the relevant embassies, were analysed.