

The purpose of this work is to analyze the content of Czechoslovak cinema newsreels in 1953. From a historical point of view this year was important because of the death of J. Stalin and K. Gottwald and especially by the monetary reform. The governing Communist Party needed to stitch with the imagine of right established way also because of these events. In order to achieve the purpose I will perform both quantitative content analysis, each of publication of the weekly newsreel I will write down in a coding book, wherewith I will find out the topics and scope devoted to them in the weeklies, as well as qualitative content analysis, focusing on how is given the impression of certain topics. With the help of reference books, I will analyze the elements of manipulation and propaganda in chosen contributions.