

## **Abstract**

Using the method of critical discourse analysis, the work examines which tools of linguistic propaganda were used in selected issues of the daily Rudé právo from the second half of the year 1969. The theoretical section describes the theory of propaganda and linguistic tools of propaganda, which tend to be used the most frequently. A significant part of the work deals with socialist ideology and symbolism and is based primarily on essays by Vladimír Macura, the expert on the given topic. The primary purpose of this work is to detect and subsequently interpret elements of propaganda language in articles from the daily Rudé právo and also to assess whether linguistic practices have evolved during the year 1969.