

Abstract

„Regime campaign against Charta 77 on pages of Rudé právo“ is the name of this diploma work and the definition of the research aim. This research aim is elaborated by qualitative content analysis of chosen media. Diploma work is divided into three main parts which are methodology, historical (theoretical) and analytical. Theoretical part describes historical affairs essential for understanding the role of Charta 77 in context of normalization regime in communistic Czechoslovakia starting from Prague Spring and ending with events leading to the Velvet revolution. In context of opposition movements and new forms of resistance emerging the regime reaction on rise of the opposition is also described. In the structure of historical part the key moment is foundation of Charta 77 and its activities and aims. The role and function of journalism as well as the role of Rudé právo daily in communistic regime is described as important background for regime media campaign understanding.

The core of this diploma work is analytical part. It consists of content analysis of Rudé právo daily in period of first three months of 1977. The base of the content analysis is each single article in Rudé právo related to Charta 77 and chartists. Analytical part is divided into three parts. Each part analyzes one research question which was formulated. The first fraction describes in detail the ideological answer which regime invented as a response to the Prohlášení Charty 77 in the Rudé právo article Ztroskotanci a samozvanci. The second one explains how regime depicted chartists in Rudé právo and which adjectives regime used for them through campaign. And the last part gives details about the structure of public reaction on the Charta 77 and how these articles fit into the overall campaign tactic. The result of each analysis is summarized at the end of each part.