

Abstract:

This bachelor's thesis deals with the publishing house Naše vojsko, which was founded in 1945 by the Ministry of National Defense. The aim of the thesis was to analyze its position between the years 1948-1968 and to answer the research question how it met readers demand. Periodical publishing newsletters and articles from military periodicals were used for this. The sources revealed that, although Naše vojsko was founded for the purposes of the army, in addition to professional literature, it also published fiction from the beginning and actively communicated with civilian readers through the readers' column in the publisher's newsletter called Naše vojsko o nových knihách, later renamed Za novou četbou. In 1960s, it founded military book clubs, whose members could influence the work of the editors, thus creating a connection with reader demand.