

The conceptual framework of reconstruction of the economic mechanism and its application in the Czechoslovak Radio (1987 – 1989)

Abstract

The task of mass media during the period 1986 – 1989 was to help the implementation of přestavba (reconstruction of the economic mechanism) so that people correctly understood its goals, accepted them as their own, and actively participated in their fulfillment. Therefore, in October 1987, the top management of KSČ approved a binding directive regulating the activities of the mass media under the title *Lenin's principle of open information to the public through the press, radio and television, regulating the activities of the mass media*.

The author of the work examined the available archival documents using the method of qualitative analysis, he used oral history procedures in interviews with the then workers of the Czechoslovak radio. Using the examples of each of the 12 measures contained in this directive, he found out how the radio management implemented it and then compared the obtained results with the memories of the radio employees interviewed. All this in order to find out the form of přestavba in one of the central mass media.

Despite the wording of the official materials, containing parts of proclamatory texts and period rhetoric, which the author purposefully transferred into the text of the work in order to preserve the way of thinking of the party functionaries at the time, he came to the conclusion at the end of the work that the **real přestavba in Czechoslovak radio until November 1989 did not take place**, mainly due to personnel stagnation in leading positions in the organization.

The author came to this conclusion despite the described positive changes in radio broadcasting, leading to an increase in the timeliness of the information transmitted or an improvement in the radio's response to the demands of its listeners. He also based it on the results of the viewership survey of this medium, which in May 1989 showed the same rate as in the normalization year 1982.