

The subject of this historical analysis is a development of an ideological propaganda in the Socialist Czechoslovakia in the Eighties of the last century based upon the ideology of the Communist Party of Czechoslovakia. The availability of the original documents from archives of the Czechoslovak Ministry of Commerce and its promotional agency Merkur are still limited, therefore I had to rely more on the oral testimonies of individuals who had worked for these institutions. The personal memoirs of those participants enriched the study in realm of interpersonal relations and the overall atmosphere of the era.