

Summary

Our diploma thesis was concerned with language and propaganda in *Mladý svět* weekly to 1989. The objective of our work was not only a complex text analysis but also analysis of linguistic devices in terms of propaganda. The task was to analyse linguistic devices of selected text corpuses, specifically always of the introductory spread of the first issue in that particular year from 1959 to 1989. The objective was to find those linguistic devices that were being used in propaganda, sort them according to specific linguistic areas, point out myths that the propaganda created and show how propaganda used language to influence the recipient.

Our work consists of a theoretical part and a practical part. The theoretical part deals with the overall historical context of censorship functioning in years 1959-1989. Later on, it gives an overview of the young and children's magazines market. In the next chapter, we give general characteristics of propaganda based on specialized publications. One chapter deals with the way the young perceived propaganda. The last chapter involves the language and propaganda, which also draws from specialized publications. We deal with the language of newspaper reporting and linguistic devices, which the propaganda may have used; methods of influencing the recipient; and using the language in creating myths.

In the introduction of the practical part, we give a summary of the genres that occurred in the introductory spread of the weekly and we introduce their topics. We focus on topics important for the propaganda. The practical part further deals with characteristics of linguistic devices in propaganda in terms of morphology, lexicology, and syntax. We deal with linguistic devices and their use in myths. The last chapter covers the processing of information in order to influence the recipient (different methods that the propaganda used to influence the recipient). At the end of the work, we give a summary of the collected findings; we deal with the development of the propaganda language in the thirty years surveyed.

The result of our work is a comprehensive review of the language in terms of propaganda in *Mladý svět* weekly. We tried to describe linguistic devices that propaganda was using and which helped create known myths and was influencing the recipient.