

Anotace v AJ

The world exhibition in Brussels in 1958 marked an important event in the history of the Czechoslovakian totalitarian art history. Until today it is still a reminder of the high quality art handicraft, design and multimedia formation. In the atmosphere of the Cold war the EXPO 58 became a symbolical clash of the capitalist and socialist principles of government and a comparison of skills and abilities of their representatives (US and USSR). The attention of the visitors and the media surprisingly concentrated on the Czechoslovakian exposition, which apart from the traditional products presented also some new initiations in artistic and technological branches and contributed to the establishment of the so called Brussels life style. It was the Czechoslovakian success which helped the media to use the mechanisms of propaganda. Using three daily newspaper and two weekly magazines this work is trying to capture how was the Czechoslovakian participation showed to the public and what features of propaganda were used.