

The objective of these bachelor thesis is to describe how the three Czechoslovak contemporary periodicals reported about the flight of first Czechoslovak spaceman Vladimir Remek and if the media did use this event for propaganda of communism regime. Thesis focus on posts about cosmonautics and especially Remek's flight in period which covers one week before start of spaceship Sojuz 28 in March 1978, it also covers course of the flight and return of the ship to the Earth. Analysis continues to triumphal return to Czechoslovakia and First of May celebrations, which delegation of cosmonauts attended.

Bachelor thesis find out which image the common Czechoslovak citizen has made with chosen contemporary Czechoslovak press and how much was this image different from objective description which I found in books and in special articles. I suppose that mentioned periodicals have to use cosmonaut's flight for propagandist campaign of communist ideology and cooperation between Czechoslovakia and Soviet Union. I tried to discover which instrument media use to accomplish subjective description of events.