

The subject of this work is the style and method of language manipulation on the pages of Rudé právo during the year 1953. This Bachelor's work also strives to outline the basic typological attributes of Communist propaganda. The goal is to point out the role of politics in culture, its transformation after the Communist overthrow, and how this reflected on the newspaper culture. The body of this work can be divided into two parts. The first is separated into three chapters: In the first chapter we will become acquainted with the propaganda problematic. In the second we shall find an analysis of cultural institutions and in the third a treatise of the role of printed media. The latter part of this text focuses on analyzing particular articles from Rudé právo preceded by a brief introduction.