

The objective of the present thesis entitled *The creation of the Soviet union's ideal and its media image in the Czechoslovak media in 1950's* is to show the effort of the major daily newspaper of that time – i.e. *Rudé právo* – to describe Soviet science.

Creating a positive image of the Soviet Union through the presentation of scientific breakthroughs represents a significant way of building the ideal image of the USSR. More than fifty years later, it may be well analyzed which scientific fields were glorified by right, wherein the Soviet Union really excelled; and the rest, glorified only for propagandistic purposes.

The theoretical part of this paper deals with the political situation in the USSR at the end of 40's and in the 50's as well as with the overall scientific environment during the same period. It characterizes the position of *Rudé právo* and describes the method of investigation. The paper however centers on the media analysis of ten separate time periods. The basic research method consists in historical and content-related analysis. The areas to be analyzed include the most important military research event of the decade under investigation – the successful test of the Soviet H-bomb, as well as the first successful use of nuclear energy for civilian purposes in the world – the startup of the Obninsk nuclear power plant. Two most important space events of the 50's are also analyzed – launch of the first man-made satellite of the Earth, the Soviet Sputnik, as well as of the first module that broke through the Earth gravitation and became the first artificial object orbiting the Sun – Luna 1. The paper furthermore describes the media response to a key conference in Harwell, UK, about which, however, the public was little informed. On that occasion, the excellent Soviet scientist Igor Kurchatov unveiled the principle of tokamak, i.e. the theoretical use of thermonuclear fusion for civilian purposes. It also follows awarding of Nobel prizes in Physics and Chemistry to Soviet scientists – and a controversial response of *Rudé právo* to the fact that although Soviet science received the highest recognition to be get, it was at the same time awarded by a capitalist state. The paper also describes the coverage of the decease of the most important scientist of the 20th century, Albert Einstein. It also contains details about the biggest accident of Soviet science in the 50's, the Kysthym nuclear disaster, the magnitude whereof was only surpassed by the Chernobyl power plant's fourth block accident in 1986. However, the media coverage of this event cannot be analyzed. The information about the nuclear disaster was classified and became public only several decades later – and the media of that time did not reflect it at all.

When dealing with every area to be investigated, the basic framework of the given event is described first and why it is important. The paper analyzes what circumstances were known already at the time of publication, and whether *Rudé právo* distorted or concealed the information on purpose. Or as the case may be, whether, fifty years later, new circumstances came to light that the contemporaries could not have known and that made the event important only later on. It furthermore analyzes selected articles of *Rudé právo* first in terms of quality, the end of each chapter provides an overall quantitative analysis with major findings listed at the end.