

Abstract

The bachelor's thesis focuses on how the Czechoslovakian press informed of preparations for Marshall Plan at the dawn of deciding whether or not to support this program. It compares the coverage of this topic by the Communist Party's Rudé Právo newspaper and the People's Party's Lidové Demokracie newspaper, the mainstream daily newspapers of the two parties in power, often having very different political views. The first two sections of the thesis elaborate on the topic from a historical point of view, tracking the post-war development in Czechoslovakia and throughout Europe, the growing rivalry between the United States and Soviet Union and events leading to Marshall Plan. The third section concentrates on the nature of the Czech media environment during the Third Republic and briefly depicts both examined periodicals. The fourth and fifth sections are devoted to the research and analysis of collected data.