

Abstract

The bachelor's thesis entitled "Magazine *Nová Praha* in 1968 and 1969" deals with the biweekly magazine *Nová Praha*, which was published by the Central National Committee, or the National Committee of Prague, between 1951 and 1969. It was originally a title for the employees of said administrative authority, but over time became a regional magazine intended for the general public and provided information about current events in the metropolis. Its main topics were local administration, construction in the city, expanding the city's transport system and the culture and history of Prague.

The introduction describes the inception, development, nature and thematic focus of this periodical. The next chapter is devoted to the historical circumstances, the situation in Czechoslovakia in the 1960s and the media environment of the time.

The goal of this thesis is to provide a comprehensive description of the last two years of the biweekly magazine (expanded to include 1967 for ease of comprehension); the analysis covers primarily the contents, internal organization, continuity and change in individual sections and main topics, the composition of the editorial staff and graphic design. It also poses the question to what extent the paper observed regular life in the capital city and in what way it captured the political changes and events related to the Prague Spring. The final chapter is dedicated to an evaluation of the magazine and the circumstances that led to its conversion to a monthly publication.