

## **Abstract**

The Democratic People's Republic of Korea is amongst the totalitarian countries, where the word is regarded as an ideological weapon. Since its early days, North Korean propaganda was essential in establishing and legitimizing the cult of personality of the DPRK founder Kim Il-sung, spreading the Juche ideology, and later the cult of personality of Kim Jong-Il. The first chapter of this thesis examines the characteristics of the Juche Idea, Kim Il-Sung's cult of personality and describes the main themes and methods used by the state propaganda machine. The Second chapter deals with the impact of propaganda on North Korean literature. The aim of the third chapter is to analyze mass media as the most important tool of the North Korean propaganda. In this thesis I mainly focused on the personality of Kim Il-Sung in the period from the 1950's to the 1980's. There are examples amended to each chapter, which illustrate the main propaganda stages. Attention is paid also to the organizational structure of the WPK and other organizations.