

The aim of the thesis is to cover the variability of the protectorate press propaganda in relation to the generational and social belonging of the target readership group. This has been researched through analysing three collaboration newspapers – *Arijský boj*, *Zteč* and *Přítomnost*. Propagandist images have been reconstructed based on an analysis of three large topics, namely depicting the classes of the protectorate intellectuals, the youth and finally the Jewish minority. Except for covering the specific propagandist techniques, the aim is also an attempt to evaluate the perspectives of accepting these images by the protectorate society, and of explaining why they failed. Due to the primary sources that were used in the research, presented thesis affects mainly the period between 1942 and 1945.