Abstract

The thesis deals with propaganda poster as a specific medium of communist propaganda between 1948 – 1956. The first part describes a historical context regarding the social, political and economical reconstruction. The thesis is focusing on poster as a specific tool of propaganda concerning a connection to Soviet Union and a socialist realism as an official art style.

At the same time the thesis is describing the communist propaganda and its characteristic elements with the connection to a new media control and censorship.

The propaganda poster is viewed as a distinctive medium used by communist propaganda for a persuasion and ideological influence to society. The thesis is focusing on posters oriented on building a new attitudes to work and work process as a typical part of first years of communist regime in the time of building of a socialism in Czechoslovakia. Based on archive files the work is describing how and in which institutions were the posters controled and created.

The last part is trying to bring an analysis of specific groups of posters from the representation, stereotypes, input context, typical rhetoric and symbols point of view.