

Abstract

Bachelor's thesis *The US-Soviet Relations in the "Television newscast" of Czechoslovak Television on the Example of El Salvador in 1981* analyses the US-Soviet relations in the main news program of Czechoslovak Television (CST) in 1981, on the example of El Salvador's civil war. The thesis describes the early-80's atmosphere and relations between the two „superpowers“ during the Cold War. The theoretical part of the thesis describes the legislative measures which were dependent on the totalitarian regime in the Czechoslovak Socialist Republic (CSSR); it introduces the basic terminology of a news service and raises the question of media manipulation. Then the thesis describes secondary the US-Soviet relations from the late 70's until the beginning of the first term of Ronald Reagan as a president, and the change in policy towards to the Soviet Union (SSSR) after the governing of Jimmy Carter in the Office of President. The practical part of this thesis describes the development of US-Soviet relations during the year 1981, as it was reflected in the main news program the "Television newscast" – quarterly introduces the major events, political meetings and using content analysis to interpret the meaning of the totalitarian news service on the examples of El Salvador's civil war and on the other political milestones of that period. The aim of the thesis is to introduce communistic propaganda implemented in the main Czechoslovak medium and opens up the questions of manipulation in the media, their impact and their legacy which carry to these days.