

The thesis deals with the phenomenon of American history known as McCarthyism, and it does so in the context of the Cold War. The work focuses primarily on the role of the press, which significantly contributed to the emergence and later demise of McCarthyism. It also deals with international and internal reasons for the emergence of McCarthyism and the person of Senator McCarthy. Using data from the Gallup research shows the effects McCarthyism had on the American society. The work concludes that McCarthyism relied on the printed media support. The press tried to deliver the message, but did not comment on it, and it was the reader who was supposed to form their own opinion. Some journalists were afraid of retribution and others were in favour of or agreed with the anti-Communist campaign. Some newspapers saw the easy money that covering the Communist infiltration was bringing. Only a small portion of printed media actually criticized McCarthyism... The reasons for the emergence of McCarthyism relates mainly to the geopolitical situation. The Soviet Union had gained control over large parts of Eastern Europe and acquired the atomic bomb, the Communists had won the civil war in China, and would soon be clashing with the US in the Korean War. The society feared new world war. By contrast the end of McCarthyism coincided with calming of the international situation. Especially with Stalin being dead the Korean War having ended up in truce, the threat of World War III became outdated.