

## **Abstract**

The goal of this paper will be to show in three single case studies the basic characteristics of nazi propaganda on the territory of the Protectorate of Bohemia and Moravia. Firstly, picturing of the enemy, both outside enemy (coverage of the war, bombing of civilians) and enemy within (primary jewish question). Because picture of the enemy was the key to the nazi propaganda itself. Than I continue with the study of the longterm, ideological efforts and goals nazi propaganda had in the protectorate. Here, the main target was czech youth and reinterpretation of the czech history itself. In the last case study i'm observing short term efforts nazis had. These efforts were driven primarily by the necessity of war production and need to use full potential of the strong czech industry. All these cases are then summarized and my goal it to show their effectivity on their respective fields of influence. (industrial production, creation of combat troops, voluntary membership in the collaboration organizations, etc.)