

Abstract

Submitted thesis deals with the question of how was the ruling party was using the language of "favorable" view of reality on the example of the introduction of monetary reform and the cancellation of the ticket system in the year 1953. Using the critical discourse analysis of James Paul Gee it examines the twelve selected articles in the journals Rudé právo and Pravda in the period of one week before and two weeks after the introduction of monetary reform. The aim of this Bachelor thesis is to capture how did the Communist Party try to manipulate and influence the attitude of the citizens of Czechoslovakia to monetary reform through the media. The main contribution of this thesis should be a preview of functioning of the media in totalitarian Czechoslovakia and a display of the Communist regime's efforts to influence the media construct reality.