

Abstract

This bachelor's thesis focuses on media image of the Apollo 11 spaceflight to the Moon and back, including the days right before and after the event. In particular, it is about the image as it was depicted by a three contemporary Czechoslovak daily newspapers – Rudé právo, Mladá fronta and Svobodné slovo in the months of July and August of 1969.

Among other things, the work examines whether forenamed newspapers distorted the facts or otherwise misinterpreted the reality that would denigrate the ideological enemy. In other words, whether they were ideologically biased. It is only logical given that the United States was in a state of high alert with the Soviet Union which had it's own cosmic programme. The chapters explaining the international situation, the role of the space program in the Cold War and the conditions of Czechoslovak media back then are part of the theoretical part.

This work can serve as an addition to the previously known facts about the propaganda purposes of the Czechoslovak press during the culmination of the Cold War. Due to the detailed analysis of the material, it is possible to distinguish not only how but also the intensity of every specific newspapers about the event.