

Abstract

This master's thesis entitled "Magazine Praha in 1970–1979" deals with the monthly magazine *Praha*, which was published by the National Committee of the City of Prague in the period from 1970 to 1991. This was a regional magazine for the inhabitants of Prague as well as for visitors to the capital, which kept its readers abreast of current events in the metropolis. The main topics covered were city administration and construction, urban transport development, Prague culture and history.

The introductory chapter covers the historical context – the situation in Czechoslovakia in the 1970s, the system of state administration with a focus on the administration of the city of Prague, and the media environment of that time. The following chapter describes the emergence, development, characteristics, and thematic focus of this periodical and the position of the editorial staff within the framework of the Prague National Committee.

The aim of this thesis is to provide a detailed description of the magazine's first ten years – with particular analysis being given to the contents of the magazine, its internal arrangement, continuity and the transformation of the individual columns and main themes, the composition of the editorial staff and the layout. This thesis also asks to what extent did the magazine reflect normal life in the capital city and how did it inform its readers of political issues and events taking place in the first decade of the so-called "normalization" period. The final chapter is concerned with the magazine's evaluation and hints at its development in the 1980s.