

Abstract

Master's thesis "Communication strategy of NASA during space programs Mercury, Gemini and Apollo space programs in 1958-1972" is a summary of the work of National Aeronautics and Space Administration (NASA) in the field of external communications. This diploma thesis maps the communication strategy during the first space programs Mercury, Gemini and Apollo in the 50s-70s. of the 20th century. It also puts it in a wider historical, social and media context. It is also devoted to the emergence of NASA, to individual programs and the emergence of space interest in the United States.