

## **Annotation**

This thesis gives describes the propaganda's campaign of Číhošť's miracle, Jan Buchal, „fight with potato beetle“ and of the Babice's case, in the regional press in the 50s of the 20th century. At first, the thesis describes the historical contexts of this era, particularly changes in policy after the onset of Communist Party after February 1948. There is also introduced the situation in Czechoslovak media in 1950. For this thesis is important the chapter about preparing process before propaganda's campaign – there is the demonstration of „campaign with Milada Horáková“. Then, from third chapter, there is the analysis of the nationwide and regional press. Every propaganda is being explored in local press - Jiskra, Pravda or Nová svoboda. Then is being explored in local press in different part of the Czechoslovakia – Průboj and as well in the nationwide press – Rudé právo. The analysis of the articles provides an overview of the propaganda in the regional press in the 50s. Beside the analysis of the articles and newspaper, this thesis is about comparison between individual analysis. There is the comparison between different forms of regional press and then regional press between nationwide press. In the end of this thesis is comparison between individual propaganda's campaign, too.