

Abstract

The diploma thesis examines television production in the 1980s in former Czechoslovak Socialist Republic, specifically the series *Boys and men* (1988) by director Evžen Sokolovský. In the theoretical part, the reader will learn the propaganda theory and its types. In addition, the concept of discourse and approaches to discourse analysis are introduced. At the end of the theoretical part, the work looks into the context of the series; the concepts of normalization and rebuilding are presented. A theory of a story construction is also briefly described. The work in the practical part aims to reveal the supposedly embedded propaganda messages in the series. The author tries to identify those messages and thus confirm the political assignment of the series (to improve the image of the army in the eyes of the Czechoslovak society). Another aim of the thesis is to describe the means, by which the communication was delivered. The analysis of the series is directly linked to the analysis of media outputs in printed media, namely in *Rudé právo* and *Týdeník ČST*, where the author searches for the series-related articles. The aim of this effort is to find a formulation of the political assignment, which would again serve as a proof of its existence. In order to analyze the content of the series and the media outputs, a discourse analysis was chosen – specifically the approaches of James Paul Gee and his seven areas of reality and the John B. Thompson's analysis of ideology.