

## **Abstract**

This dissertation thesis addresses the history of public relations of the Communist Party in Czechoslovakia in Pardubice district. It is focussed at the period of so-called normalization. Firstly, it discusses the historical context of the time for understanding the crisis of the system in 70s and 80s. The first chapters describe so-called Prague spring and military invasion in August 1968. Next chapters stress changes in politics and media after the election of Gustáv Husák to become First Secretary of the Communist Party in April, 1969. The second part of text is case study about Pardubice district. The main topic of dissertation thesis are newspaper of Pardubice district – *Zář*. But there are also chapters about radio, factory newspaper, regional Union of Czech Journalists or College in Pardubice and editors of student magazine. In the second part of case study attention is focussed on cultural section of newspaper *Zář* and its main topics – for example political anniversaries and the role of culture. In cultural section I analyze which information and how they were, or were not presented to public. Supervision and control over the media content was one of the main regime's tools to take over the culture area and its presentation.