

Since the overall topic of my diploma thesis is propaganda in socialist Czechoslovakia, I focused my attention on mass sporting exhibitions, the so-called Spartakiada. To limit the scope of my research to a reasonable size, I selected years 1955, 1965, 1975 and 1985. I analyzed the content of the periodical papers published during this period. For this purpose I chose the following publications: Mlada fronta (published by the Socialist club of youth) and Lidova demokracie (published by the Czechoslovak People's Party).

The aim of this thesis is to determine whether and if so how the communist party used propaganda in relation to the mass sporting events. My hypothesis was that participants of the events were not influenced by the socialist propaganda. au contraire they focused mainly on sports without any political underlying meaning.